7/15/38

STACKS


# BROADCASTING

## Broadcast Advertising

Vol. 15 • No. 2

WASHINGTON, D. C.
JULY 15, 1938

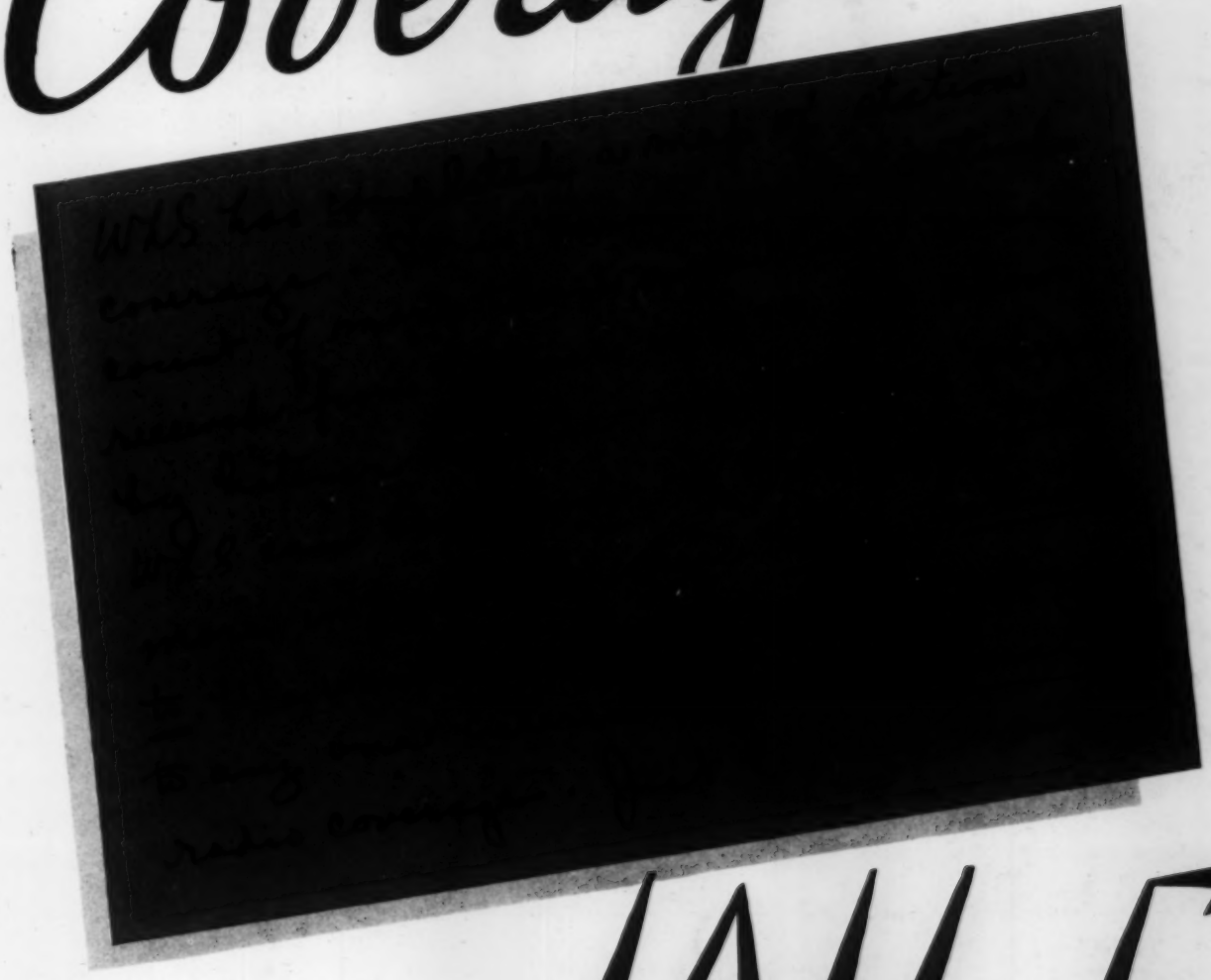
Foreign
$1.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published at


SCHOOL OF BUSINESS Miami University N


# Coverage



WLS

*National Representatives:*
INTERNATIONAL RADIO SALES
*Chicago, New York, Detroit,*
*Los Angeles, San Francisco*

THE PRAIRIE FARMER STATION, *Chicago*
Burridge D. Butler, *President* Glenn Snyder, *Manager*

# DELIVERS THE GOODS

## all over Colorado!

**FRED DAVIS,** president, Fred Davis Furniture Co., lives and conducts his business in Denver. He **knows** Denver . . . knows the mediums that build sales for **his** business most economically. He has seen and felt the power of KLZ bring customers into his store from all over Colorado.

**KLZ DELIVERS CUSTOMERS TO FRED DAVIS FURNITURE CO.**

**1935** Fred Davis Furniture Co. begins sponsoring KLZ newscast on "trial basis."

**1936** Contract renewed for another year. Fred Davis wrote: "The fact that we renewed our contract is the best evidence that this advertising is paying us. I might write a whole book and not say any more than that."

**1938** When renewing contract for third consecutive year, Fred Davis Furniture Co. wrote: "Our urban and rural business has held up remarkably well so far this year which we believe is directly due to our KLZ advertising. The increasing number of customers from outside our regular trading area has been an encouraging indication."

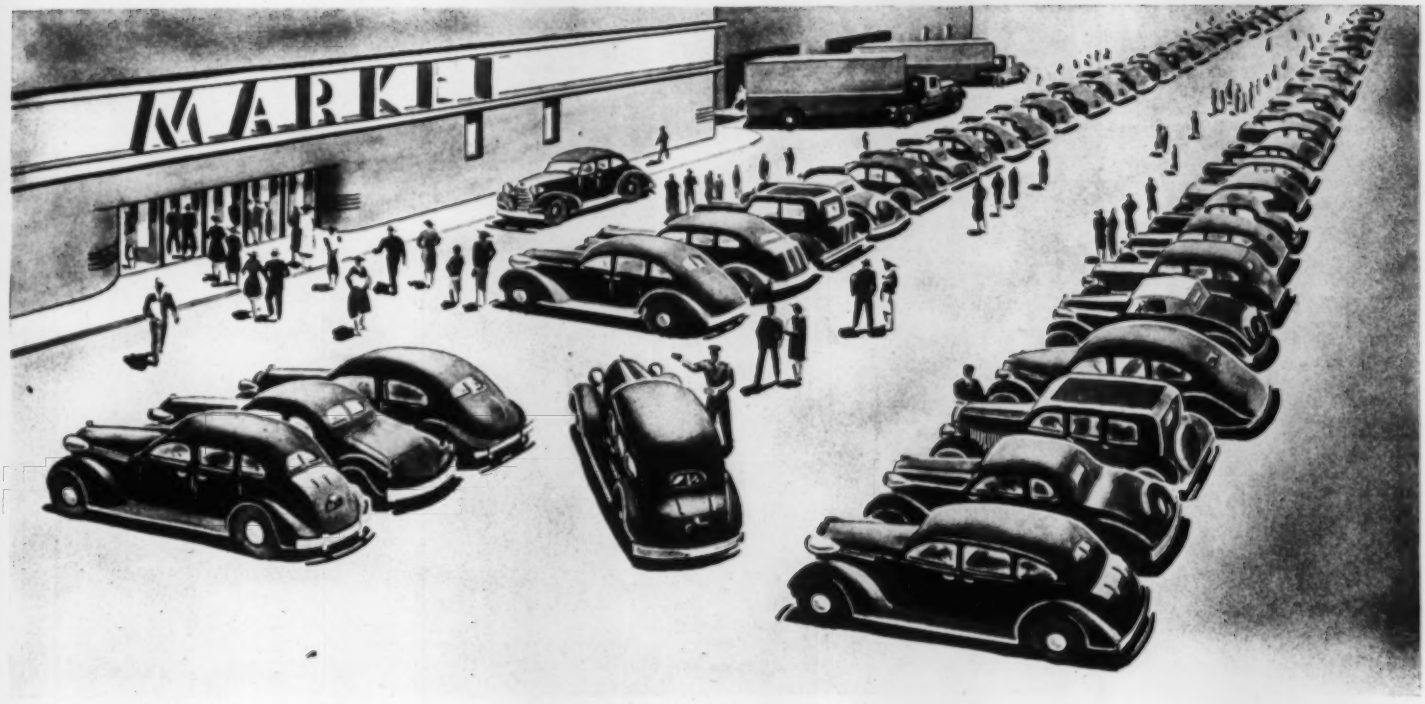
THE one and only reason why Denver furniture stores—and department, jewelry, men's and women's stores, too—spend more of their radio money with KLZ than with any other station is that they have proved to themselves that KLZ pays best. KLZ measures up fully to this prime requisite of an advertising medium.

To advertisers, local and national alike, KLZ delivers customers and sales from all over the Denver-Rocky Mountain region in such profitable quantities that it is the most economical and essential radio medium in this area.

**KLZ** *Denver*

Affiliated in Management with WKY, Oklahoma City

**REPRESENTATIVE — THE KATZ AGENCY, Inc.**




# Reach the "Park-and-Shop" People

| | |
|---|---|
| WAAB | Boston |
| WEAN | Providence |
| WICC | Bridgeport, New Haven |
| WTHT | Hartford |
| WNLC | New London |
| WSAR | Fall River |
| WSPR | Springfield |
| WHAI | Greenfield |
| WLBZ | Bangor |
| WFEA | Manchester |
| WNBH | New Bedford |
| WLLH | Lowell, Lawrence |
| WBRY | Waterbury |
| WLNH | Laconia |
| WRDO | Augusta |
| WCOU | Lewiston, Auburn |

CATCH the shoppers on their way to market. Network broadcasting in New England establishes direct contact with buyers on an ever-widening scale as it extends to the great number of going-to-market motorists whose cars are radio equipped.

This direct contact can be made with shoppers in New England's largest trading areas through the widespread facilities of The Colonial Network.

Its sixteen stations provide comprehensive, sales-producing coverage throughout the major market territory. No other network reaches a buying audience in so many densely populated areas at comparable cost.

## *The* COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

THE LITTLE TAILOR SAYS:

"I'LL COME RIGHT TO THE POINT"—

# Standard Radio's TAILORED TRANSCRIPTION SERVICE cuts your TALENT COSTS!

—*Saves You More Because It Fits You Better!*

Why not ask us to measure *you* for a TAILORED TRANSCRIPTION SERVICE—and see just how much *you* can save!

*Are your Transcriptions up to Standard?*

## Standard Radio

180 North Michigan Avenue • • • Chicago, Illinois
6404 Hollywood Boulevard • • Hollywood, California

● *New Subscribers This Month:*

| | |
|---|---|
| WIRE | Indianapolis, Ind. |
| KTHS | Hot Springs, Ark. |
| WMPS | Memphis, Tenn. |
| WNOX | Knoxville, Tenn. |
| WCPO | Cincinnati, Ohio |
| KGLV | Safford, Ariz. |
| WIS | Columbia, S. C. |
| WBCM | Bay City, Mich. |
| KFAM | St. Cloud, Minn. |
| WCOU | Lewiston, Me. |
| KUTA | Salt Lake City, Utah |
| KWEW | Hobbs, New Mexico |
| WTOL | Toledo, Ohio |
| KTRI | Sioux City, Ia. |
| KRIC | Beaumont, Texas |
| KWLK | Longview, Wash. |
| KGAR | Tuscon, Ariz. |
| KYSM | Mankato, Minn. |
| CFQC | Saskatoon, Sask., Can. |

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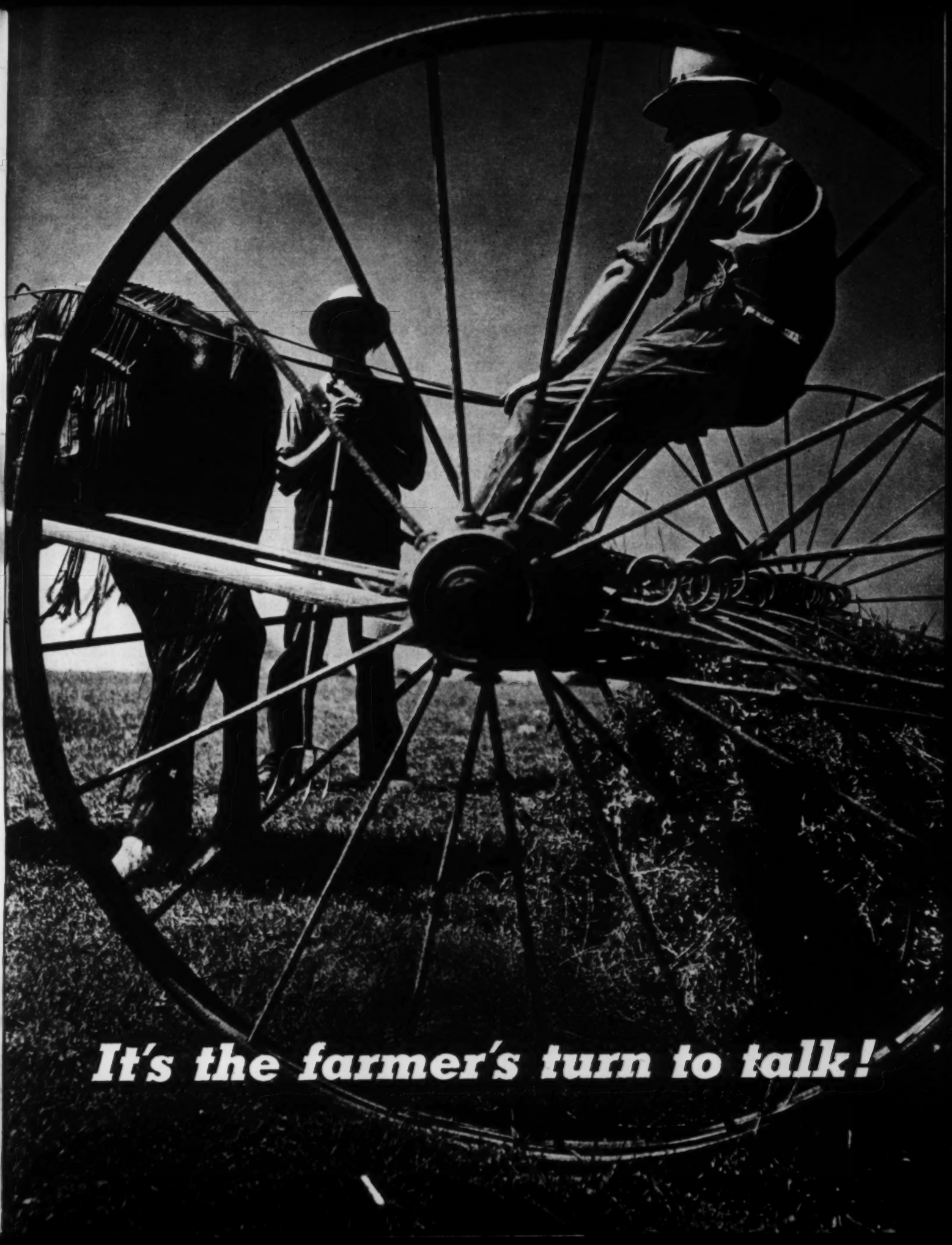
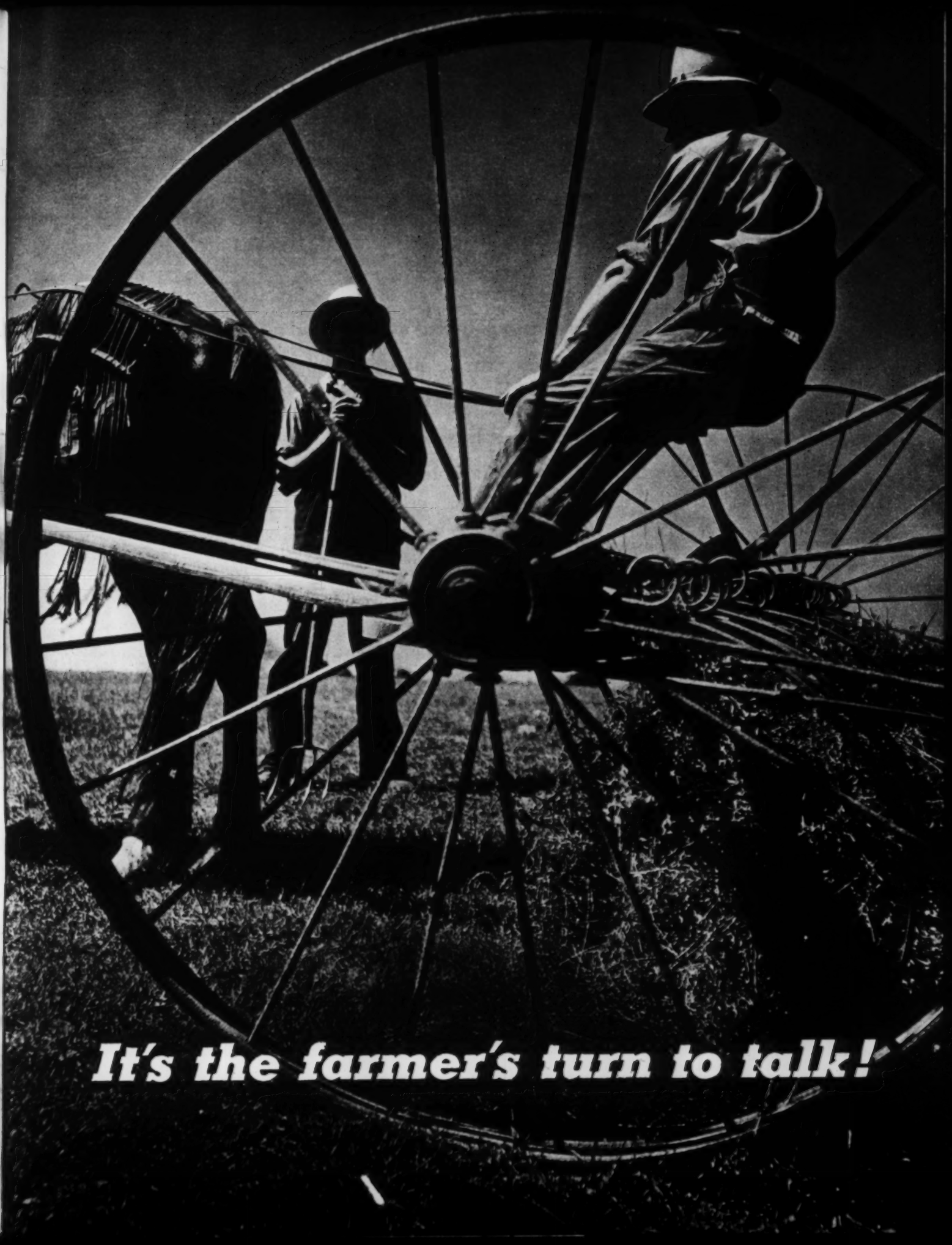

It's the farmer's turn to talk!


It's the farmer's turn to talk!

# America meets the Ameri

**For years, everybody has talked *to* and *about* the American farmer. But the farmer, himself, has never had the time or the place *to talk back* to the rest of the nation. Beginning this month, the farmer gets both time and place through the facilities of the Columbia Broadcasting System. CBS announces the inauguration of three new programs, by and for the farmer, yet informative and entertaining to city and country listener alike. These programs are designed to make radio more truly representative of the *entire* nation radio serves. They will bring to America the voice of the American farmer.**

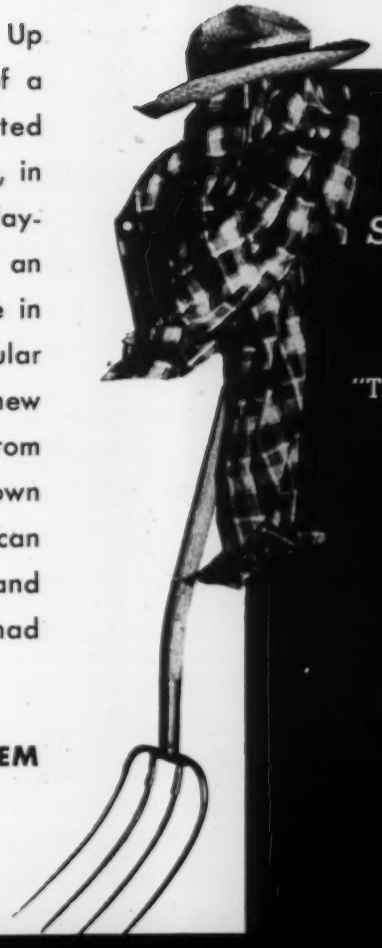
***"The Farmer Takes the Mike"*** The corn farmer, the wheat farmer, the cotton and tobacco farmer, cattle rancher and dairy man, truck farmer and duck farmer—from every rural section of the United States, every type of rural American will be "cast" in THE FARMER TAKES THE MIKE. This new program will be given its initial broadcast July 17th, to take the air regularly thereafter on Sundays, 4 to 4:30 P. M. Farm owners, farm wives, farm tenants, and farm children will gather round the CBS microphone to tell the nation about their fun, their worries, their jobs and their ambitions. Opening in Iowa's corn belt (Des Moines) the series will cover different rural localities each week. Other points of origin, according to present schedule, include CBS studios in Dallas, Birmingham, Minneapolis, Salt Lake City, Syracuse, Louisville, Los Angeles, Springfield, Vermont, and Portland, Oregon.

# erican farmer... on CBS!

**"R. F. D. No. 1"** On July 4, Irene Beasley opened a new farm-home series on CBS from "R.F.D. No. 1" New York City, the only official rural free delivery box in Manhattan. Her listeners — Columbia's vast audience of farm women — have already become familiar with the program's daily schedule, Monday through Friday, 12:15 to 12:30 P. M. Miss Beasley's own farm-home background largely determines the program's selection of entertainment and information. In addition, rural listeners will be invited to the microphone whenever they visit New York.

**"Four-Corners Theatre"** Up goes the curtain July 19 on the first of a weekly series of rural dramas, presented by CBS at 8 o'clock Tuesday evenings, in the FOUR CORNERS THEATRE. First on the playbill is "Aaron Slick of Punkin Crick," an epic which has played to more people in more performances than the most popular Broadway play on record! This third new CBS farm program will offer the best from a large collection of rural and small-town drama—plays written of and for the American farm—drama which millions both east and west of the Hudson have never before had opportunity to hear and enjoy.

**COLUMBIA BROADCASTING SYSTEM**



*Seven times a week on CBS*

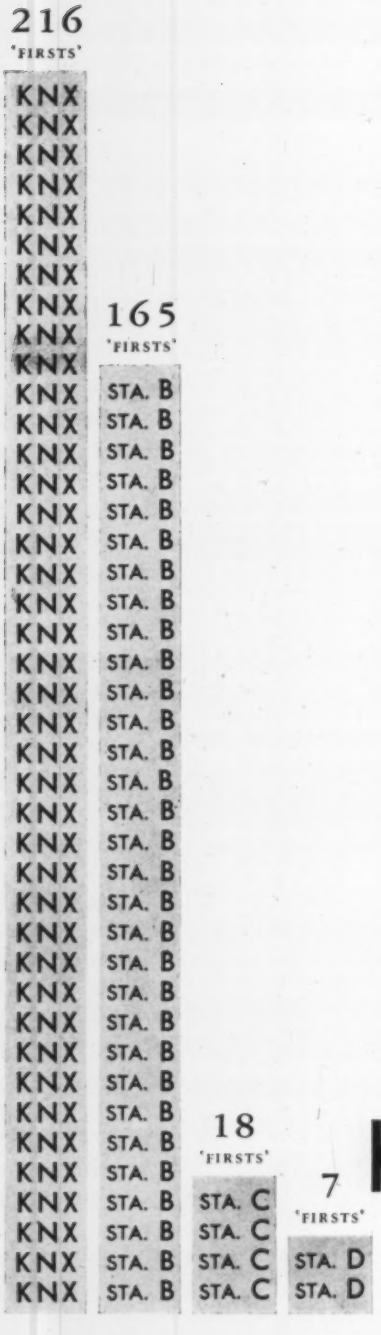
"The Farmer Takes the Mike"
Sundays, 4 to 4:30 P.M.*

"R.F.D. No. 1"
Monday through Friday
12:15 to 12:30 P.M.*

"Four-Corners Theatre"
Tuesdays, 8 to 8:30 P.M.*

*Eastern Daylight Saving Time

# CROSSLEY CONFIRMS KNX DOMINANT LEAD WITH LARGEST COINCIDENTAL RADIO STUDY EVER MADE




*Again KNX leads with more first place mentions than ALL other Los Angeles stations combined*

FOR a complete week *every* month, day and night—for all twelve months of 1937—independent coincidental telephone surveys checked radio station preference in Los Angeles.

**THE RESULT:** KNX had *more* first place mentions than *all other Los Angeles stations combined—every* month of the year.

Crossley now confirms KNX's overwhelming dominance in Los Angeles with the largest coincidental survey ever made in any city in the world ... made *simultaneously* with the monthly check by the other organization in May, 1938. Crossley completed 111,799 telephone interviews, from 8 a.m. to 10 p.m. ... 14 hours of the day, every day of the week.

**THE RESULT:** Crossley, too, showed KNX with *more* first place votes by quarter-hour periods than *all other Los Angeles stations combined!* And the relative rankings for the other Los Angeles stations were identical in both reports.

First ... first ... first—right down the line. That's KNX in Los Angeles—the greatest market of the West ... the nation's fourth market.

Add to this the tremendous bonus that KNX's 50,000 watts delivers ... powerful coverage of nine Western states ... and you know why, with advertisers as with listeners, when the West is considered, KNX is selected. It's "tops" every way!

**KNX 50,000 WATTS • COLUMBIA SQUARE • LOS ANGELES**

Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco

# It's maybe an agency in *Dubuque!*

WOR recordings go into a lot of agencies. By cash invitation only. Agencies like Lord & Thomas, Young & Rubicam, J. Walter Thompson, BBDO, Lennen & Mitchell, Erwin Wasey, Ruthrauff & Ryan pay good money for them. In fact, it's maybe an agency in Dubuque that is the only place into which they haven't gone. Such popularity is no mere accident. Nor are the firms we've just mentioned using WOR recordings just because they like the color of the labels we paste on the recordings. Not at all! They, ladies and gentlemen, know that we have a knack for making one dollar look like five without calling in the local engraver. And if you really want to know how easily we do this, we'll be glad to explain the whole idea with the help of a nifty little booklet we've just tucked into the top drawer of our desk. It's called "A Matter of Record." Ask for it.

**WOR** ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE
1440 BROADWAY, IN NEW YORK

# "Shine, Mr. Timebuyer?"

EVER since our first day in this business, Free & Peters has based its entire sales policy on this one idea: "Help make radio time *sell our customer's merchandise,* and *the time will sell itself.*"

Pursuing that idea, we've equipped ourselves to be helpful rather than hospitable. Several of our men are far better at market research than at selling. Our offices are workshops where we've helped build some of the best radio accounts in the country.

With that background, we sincerely offer you our 140 cumulative years of experience in radio and advertising. If that's the kind of "salesmanship" you like, we'd certainly like to hear from you.

***Exclusive Representatives:***

| | |
|---|---|
| WGR-WKBW | Buffalo |
| WCKY | Cincinnati |
| WHK-WCLE | Cleveland |
| WHKC | Columbus |
| WOC | Davenport |
| WHO | Des Moines |
| WDAY | Fargo |
| WOWO-WGL | Ft. Wayne |
| KMBC | Kansas City |
| WAVE | Louisville |
| WTCN | Minneapolis-St. Paul |
| WMBD | Peoria |
| KSD | St. Louis |
| WFBL | Syracuse |
| WKBN | Youngstown |

***Southeast***

| | |
|---|---|
| WCSC | Charleston |
| WIS | Columbia |
| WPTF | Raleigh |
| WDBJ | Roanoke |

***Southwest***

| | |
|---|---|
| KTAT | Ft. Worth |
| KTUL | Tulsa |

***Pacific Coast***

| | |
|---|---|
| KOIN-KALE | Portland |
| KSFO | San Francisco |
| KVI | Seattle-Tacoma |

## FREE & PETERS, INC.

**(and FREE, JOHNS & FIELD, INC.)**

## *Pioneer Radio Station Representatives*

| CHICAGO | NEW YORK | DETROIT | SAN FRANCISCO | LOS ANGELES | ATLANTA |
|---|---|---|---|---|---|
| 180 N. Michigan | 247 Park Ave. | New Center Bldg. | One Eleven Sutter | C. of C. Bldg. | Bona Allen Bldg. |
| Franklin 6373 | Plaza 5-4131 | Trinity 2-8444 | Sutter 4353 | Richmond 6184 | Jackson 1678 |

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 2 WASHINGTON, D. C., JULY 15, 1938 $3.00 A YEAR—15c A COPY

# FCC to Collect Permanent Industry Data

By SOL TAISHOFF

## Financial, Employment, Program Facts to be Sought on Annual Basis; Craven in Favor; Wilder Acts for NAB

A PERMANENT policy of collecting annually basic operations data for the broadcasting industry, including comprehensive figures on revenue, employment and programming, will be established by the FCC under plans now being considered.

By October it is expected the Commission will be in a position to prescribe the specific information it will seek for these industry analyses, which would be on a calendar year basis. Reactions generally to the questionnaire breakdowns covering these fields for 1937, all introduced in evidence at the superpower hearings last month, have been favorable, it was said, and contributed to the tentative conclusion that the system should be established by its Accounting Department on a permanent basis.

While the data for 1937 were procured by a questionnaire method, the new procedure is expected to be on an entirely different basis. More than likely the information sought will be of a more complete nature and will be requested on forms to be filled semi-annually by stations. In that manner the returns could be premised upon station license renewals at the six-month intervals.

### Favored by Craven

Commissioner T. A. M. Craven, who first proposed procurement of basic economic data on station operations in his Social and Economics Report early this year, informed BROADCASTING July 11 that he favored a permanent system. He said he probably would propose such a project this fall, to cover the 1938 calendar year and subsequent years. The data procured by the Commission for 1937 were the first of that nature ever developed on an industrywide basis.

As now conceived, the annual statistical breakdowns would not include a uniform system of accounting, which would be instituted by the FCC. On the other hand the Commission simply would specify that type of data it desired, leaving to station managements the methods by which they maintain their books. The plan to introduce a uniform system had immediately aroused unfavorable reaction.

Thus it was thought that with no mandatory requirements as to how books should be kept, the FCC would not be in the position of inspecting the books of stations. Information supplied, however, would be under oath, as were the 1937 questionnaire returns.

The NAB has been active in connection with the whole trend. Its accounting committee, headed by Harry C. Wilder, president of WSYR, Syracuse, and WJTN, Jamestown, N. Y., has been in frequent consultation with FCC accounting department officials, including Chief Accountant William J. Norfleet, and Head Accountant DeQuincy V. Sutton. Messrs. Norfleet and Sutton directed the compilation of the 1937 figures.

Presumably the NAB has in mind recommendation to the industry of a voluntary system of accounting which would be coordinated to provide the information sought with least confusion. Mr. Wilder has been instrumental in drafting such a proposed system and the plan has been studied closely by the NAB board, of which he is a member, and by the executive committee.

Just how far the FCC demands for information will go is conjectural, though it appears certain they will exceed the 1937 questionnaires in scope. The data sought for last year were for the specific purpose of providing the Commission with a picture of operating conditions in the industry to be used in conjunction with current studies and investigations. The new base will be broader, since the data will be desired for all phases of its regulatory activity.

For example, the Commission by analyzing financial returns and operating costs for a given group of stations in a single market could ascertain whether, in considering a new station application in a corresponding city, the established stations might be prejudiced economically. It would be enabled, it is felt, to acquaint itself with competitive conditions generally, on the theory that if stations are not enjoying at least reasonable profits they cannot provide maximum public service.

Moreover, it is felt the industry experience for a single year is hardly sufficient to show the true picture. Last year admittedly was the best in the industry's history, with stations and networks showing a net income of $18,883,995 on a total revenue of $114,222,906. Employment figures revealed that the industry leads all other American industries in payroll with average weekly pay of $45.12, and that in programming, one-third of those on the air are sponsored (BROADCASTING, July 1, 15).

By procuring data on a year-to-year basis the Commission would be in a position to make economic studies showing trends, which would be comparable to data available for other major industrial entities. The feeling exists in the FCC that while the burden might appear onerous at first, particularly to smaller stations, it nevertheless would tend toward stability and lead to a type of industry-planning to cushion against depression or other business adversity.

### Every Six Months

If the semi-annual method of return is decided upon, more than likely the data probably will be sought as of the close of business June 30 and Dec. 31. Application renewal forms unquestionably would be revised and supplemented to elicit this data. While renewals are staggered over a period of two months for particular station groups under present regulations, the plan presumably would be to have all stations file the operations data as of the actual calendar six-month periods to be applicable, however, to their renewals falling within that period.

Any thought of eventual rate regulation is ridiculed in connection with the projected permanent policy. As a matter of fact Chair-

# FTC Scrutiny of Advertising Extended as Staff Is Enlarged

## But Talk of a Sweeping Drive Against Big-Name Advertisers Is Viewed as Fleeting Chatter

By LEWIE V. GILPIN

NO CONCERTED "drive" is under way to clean up the commercial copy of big-name advertisers, the Federal Trade Commission told BROADCASTING July 12. The impression that a sweeping campaign has been started probably resulted from increased public attention to false and misleading advertising since passage of the Wheeler-Lea bill amending the FTC Act and a broadening of the activities, through an enlarged personnel, of the special board investigating deceptive advertising.

Work of the special board will continue without any changes of policy, FTC officials asserted, although its scope is broadened by elimination of the unfair competition factor in the Wheeler-Lea bill. Under the revised statute the Commission's jurisdiction extends to any case involving false or misleading representations in advertising, with no requirement that any unfair trade practice resulting in injury to a competitor be shown.

Regarding radio advertising, the Commission pointed to its cooperative relationship with broadcasters and declared that stations have little to fear so long as they continue to comply with the board's requests for copies of the commercial sections of their scripts. A working agreement with the FCC has brought action in exceptional cases where a station ignores the FTC request for this material.

A new angle was thrown on the industry's responsibilities under the amended FTC Act, however, when an official of the Commission commented that by one interpretation of the statute a broadcaster might be held liable under Sec. 12a along with the advertiser, his agent, or any other medium, to the civil remedies of Sec. 5. This would throw him open to stipulations, cease and desist orders, and injunctions instituted by the Commission.

No definite interpretation has yet been made, but it is reported that the special board may recommend this treatment. At any rate, the official said, dual responsibility would be enforced only in a "glaring case."

Radio advertising, the same official commented, has improved "tre-

(*Continued on page 51*)

man McNinch, who alone appeared to favor such a move, publicly announced last month that he had altered his view and that regulation of that character was out of the question in radio. Additionally, it is held that thought of a uniform mandatory accounting system has been dispelled entirely, thus eliminating the compulsion element and the possibility of inspection of books.

Concurrent with the introduction of the new policy unquestionably will come sweeping revisions of license forms for new stations, renewals of licenses, transfers of station assignments, or for substantial changes in station facilities. New forms have been in the process of production by the accounting, legal and engineering departments for the last year. Present basic forms in use were introduced two years ago but have been supplemented with forms for balance sheets of individual or corporate applicants, profits and loss statements, and inventories of station property.

## Texaco Dealer Discs

TEXAS Co., New York (Texaco oil, gas), will start its dealer-cooperative transcription campaign about Sept. 1. Description of the quarter-hour program, called *Texaco Circle Service Boys*, has been sent to all dealers, and requests for audition discs are now being received. The musical variety program will be heard one, two or three times a week as each dealer determines. Cast includes Ben Grauer, Jean Ellington, singer, and the Circle Service Boys (formerly Tastyeast Jesters). Original plans for another show, in order that dealers might have a choice, have been dropped. Also, concerning rumors that the company had plans for a network show, Louis Witten of the agency, Buchanan Co., said that Texaco will definitely not be on a network "this summer."

## Big Grove Campaign

GROVE LABORATORIES, St. Louis (Bromo-Quinine) about Oct. 1 will start two or three daily spot announcements five days a week on 50 to 60 stations. Grove until recently sponsored Gen Hugh Johnson on NBC-Blue, and on Oct. 8 is scheduled to start *Fred Waring's Pennsylvanians* on NBC-Red, Saturdays, 8:30-9 p. m. (EST) with repeat at 12 midnight. Stack-Goble Adv. Agency, New York, has the account.

## Ice Industry Fund

NATIONAL ASSN. of Ice Industries, convening in Chicago, approved plans for a $10,000,000 advertising campaign for the next three years. Of this sum, $750,000 is to be used for radio and magazines and will be placed by National Ice Adv. Inc., through Donahue & Coe, New York.

BING CROSBY, headline artist on NBC *Kraft Music Hall*, sponsored by Kraft-Phenix Cheese Corp., has been signed to a straight 10-year contract, without option. This is said to be the longest contract ever given a performer in the history of radio. Agency is J. Walter Thompson Co., Chicago.

# This Broadcasting Business

## * No. 1—Comparison of Station and Network Incomes: 1935-1937

By DR. HERMAN HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

** First of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio's first economist, is former Director of Research of the NAB and the author of several volumes dealing with broadcast economics.*

WHO GETS the radio advertising dollar and in what proportion? What are the trends in advertiser preference, in programming? How has radio fared during recent years in spot, network and in local sales?

These and many other questions now can be answered with a highly accurate yardstick. Data collected by the FCC under its recent far-reaching Order No. 38 [BROADCASTING, June 15, July 1], in comparison with information made available for 1935 by the Census of Business of the Department of Commerce, makes possible for the first time detailed analyses of the recent progress of broadcasting as a business. In addition, data is available regarding average costs of operations and factors relating to time sales which are of prime importance to station executives, radio advertisers and their agencies.

This interpretation deals with a comparison of total revenues of broadcasting for 1937 showing the progress made since 1935.

1. Radio is no longer merely selling time, but is turning its attention increasingly to the sale of program ideas as well. *Talent and program sales by individual stations increased 128.3% since 1935.* This confirms strikingly the value of the "station-tested program" idea advocated for some years by leaders in broadcasting. Network talent and program sales are estimated to have increased during the same period about 85%.

In 1937, 8.6% of radio's revenues came from the sale of talent and programs as compared to 6.4% in 1935.

3. National and regional non-network time sales continued to show the strength they have exhibited since early in 1934, with a gain of 67.5% during the period 1935-37.

4. Local business is still the laggard, gaining but 37.1% as compared to 48.6% for total time sales and 51.6% for total broadcasting revenues from all sources. It still presents a challenge to the promotive efforts of radio.

5. Stations are getting more of the radio advertising dollar and networks less. In 1935 stations received 65.2% of the total and in 1937, 67.1%.

6. Network-affiliated stations are getting an increasing share of the network advertising dollar. Station receipts from network advertising rose 77.8% from 1935 to 1937 while network volume itself increased but 48.6%. Most of this growth undoubtedly represents an increasing share of the network dollar to the majority of affiliated stations, though part of it reflects the fact that more stations than ever are sharing in network revenues by reason of the growth in network affiliation in recent years.

## RADIO BROADCASTING RECEIPTS [1]

| *Class of Business* | *1937* | *1935* | *% Gain* |
|---|---|---|---|
| National Networks [2] | $56,192,396 | $39,737,867 | 48.6% |
| Regional Networks [2] | 2,854,047 | | |
| National, regional non-network | 23,117,136 | 13,805,200 | 67.5% |
| Local broadcast advertising [4] | 35,745,394 | 26,074,476 | 37.1% |
| Total time sales | $117,908,973 | $79,617,543 | 48.1% |
| Receipts from talent sales and similar sources | 11,264,748 | 6,875,110 | 93.0% |
| Miscellaneous receipts | 2,032,145 | | |
| Total receipts | $131,205,866 | $86,492,653 | 51.6% |

Sources: The Census of Business was used for 1935. Data for 1937 are taken from the summaries of information collected by the FCC under Order No. 38. Some estimating and adjustments have been necessary in order to separate out desired items and to make possible comparisons of data.

[1] Advertising receipts mentioned here are what are called "total commercial time sales" in the FCC summaries and "net billings" in the Census reports. Since both items are receipts from sales after frequency of broadcasting and other promotional discounts have been deducted but prior to the deduction of agency commissions they are directly comparable.

[2] Including network key stations in order to insure comparison with 1935. National network receipts in 1937 without key stations were $53,277,905.

[3] This includes networks other than national.

[4] National and regional non-network receipts are for the 443 stations in the country with net sales of more than $25,000 annually in 1937. (FCC Table 15). It has been assumed that practically none of the revenues of stations under this volume has been national or regional in origin, so that local volume has been readjusted to include the revenues of stations under $25,000. Experience in the past seems to bear out this assumption.

## DIVISION OF BROADCASTING RECEIPTS AMONG STATIONS AND NETWORKS

| *Class of Business* | *1935 Receipts* | *%* | *1937 Receipts* | *%* |
|---|---|---|---|---|
| NETWORKS | | | | |
| Time sales retained | $27,216,035 | 31.4% | $35,865,486 | 27.3% |
| Talent and programs | 2,983,245 | 3.4% | 5,533,054 | 4.2% |
| Miscellaneous | | | 1,909,591 | 1.4% |
| Network total | $30,199,280 | 34.8% | $43,308,131 | 32.9% |
| STATIONS | | | | |
| Received from networks | $12,521,832 | 14.5% | 22,272,430 | 16.9% |
| National & regional non-network | 13,805,200 | 15.9% | 24,024,665 | 18.3% |
| Local | 26,074,476 | 30.1% | 35,745,394 | 27.2% |
| Total times sales | $52,401,508 | 60.5% | $82,042,489 | 62.4% |
| Talent and programs | 2,597,708 | 3.0% | 5,731,692 | 4.3% |
| Miscellaneous | 1,294,157 | 1.7% | 123,554 | .4% |
| Station total | $56,293,373 | 65.2% | $87,897,735 | 67.1% |
| Grand Total | $86,492,653 | 100.0% | $131,205,866 | 100.0% |

## San Joaquin Fund

RADIO is to be one of the media used by the newly-organized Central California Tourist Assn. in its campaign to attract tourists to San Joaquin Valley. The Association was formed in May with announced plans to raise $70,000 to advertise the district. The president of the association is J. E. Rodman, with headquarters in Fresno. Gerald F. Thomas, Fresno, is agency.

## Lorillard Signs

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigars), which started *Don't You Believe It* on WOR, Newark, June 14, on July 26 will expand to 19 Mutual stations. The program conducted on WOR by Allen Kent and Tom Slater, is also heard on 34 Coast stations, originating at KFRC, San Francisco. Agency is Lennen & Mitchell, N. Y.

## Scott Succeeds Haverlin

CLYDE P. SCOTT, for 15 years with Dan B. Miner Co., Los Angeles agency, as account executive and radio director, has been appointed sales manager of KFI-KECA, that city. He takes over his new duties on Aug. 11, succeeding Carl Haverlin, who resigned after more than a decade as sales manager.

## Penn Plans NBC Series

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club tobacco), in September will start on the NBC-Red Network, Saturdays, 9-9:30 p. m. While no program has been signed, Parks Johnson and Wally Butterworth's *Vox Pop* is under consideration. Agency it Ruthrauff & Ryan, New York.

## Fruit Pectin Spots

CALIFORNIA FRUIT Growers Exchange, Los Angeles (fruit pectin) on July 13 started a seven-week seasonal campaign using an average of three spot announcements weekly on KSL, KDYL, KLO, KGB, KFXM, KVOE. Agency is Lord & Thomas, Los Angeles.

## Flit's Station Breaks

STANCO Inc., New York (Flit) is using twice-daily station-break announcements five days a week for four weeks on WNEW WHN WMCA WWJ and WGN. McCann-Erickson, New York, is agency.

# The Low-Cost Way to Get Inquiries

## *Spot Radio Efficiently Used Provides an Excellent Buy*

By J. R. LUNKE
James R. Lunke & Associates
Chicago

DURING the summer months of 1937 we continued spot broadcasting for one of our clients (Industrial Training Corp.) and by shifting our station schedules we kept the inquiry cost down to approximately the same as for the winter months. In many cases this meant scheduling programs in the early morning hours in place of evening spots. Then too, we have found that the smaller stations are particularly good daytime buys during that period.

Mr. Lunke

Many national advertisers would do well to consider using spot consistently, for if carefully planned out, spot broadcasting can be coordinated with local sales activities to do a real merchandising job at low cost.

Although there are no known substitutes for actual experience in handling radio spot placements we have found the following factors most important when considering the use of this media.

### Get the Right Program

Although our experience has proved that "time buying" plays an even more important role in spot broadcasting than talent, too many advertisers make the mistake of not giving enough attention to program requirements. One-minute transcribed announcements, for example, can be effectively used for special merchandising purposes, or where repetition of a short message is of primary importance.

However, it is well to be cautious. In the majority of cases 5-minute programs are better. The latter offers more time to prepare the listeners for the sales messages, and if cleverly produced the vehicle (entertainment feature) itself will attract the desired type of listener.

In some instances, the vehicle itself can actually do a subtle job of selling, with the commercial primarily suggesting *action*. In selecting the program be sure and analyze the type of audience to be reached, that is, the approximate age group and whether male or female, or both; the type of programs most popular with that group; whether the market is urban or rural or both; if it is possible to build a show around the product (make the vehicle of the program do an indirect selling job).

With this outline, the next step is to call in script writers. It is always a good idea to have three or four writers submit their ideas, and select the one that seems to meet requirements. However, it is quite possible to secure a series of programs already written that would be satisfactory.

Although many advertisers, particularly food accounts, are successfully using announcement participation on locally produced shows —most spot broadcasters would do better to build their own programs and transcribe them. Both 5-minute and 15-minute transcriptions are effective. The advantages of the 5-minute transcriptions over the 15 minute, are: Less talent cost, fewer recordings, lower station rates.

### The Advantages

However, there are just as many, if not more, advantages in using 15-minute transcriptions. For example: You can usually do a much better selling job in a 15-minute program; more and more stations are charging the same (or nearly the same) rate for 5-minute periods as for 15 minutes; many stations are reluctant to accept 5-minute programs, especially during the evening.

If possible, try using both 5-minute and 15-minute discs. You can then analyze the availabilities on stations in each market and schedule the type of program that is most practical and economical.

### The Value of Tests

It will pay in the long run to test the program on a few stations before making up the entire schedule. Schedule the broadcasts at different times of the day to determine preferred periods. It's always a good policy to have a first, second and third choice of times that can be effectively used.

To insure that placements in any given market produce maximum returns listening habits in that area must be studied.

Get availabilities from all stations in the market, specifying the approximate time of day desired. Station representatives will give quick action if you ask for it. It is vital to know the program buildup for at least an hour preceding each time offered by the station as well as the program structure following the times offered.

Don't be misled by the idea that if your program is scheduled opposite a name show on a competitive station that you have no audience. If the station has an exceptionally strong program buildup to your spot, you can rest assured that a large percentage of the listeners on that station will leave their dials alone.

### Getting at the Facts

We have developed a "Requisition for Availabilities" form that is filled out by the Reps, giving us the information as outlined above. It is then a comparatively simple matter to refer to the national network schedules to determine the competitive factor on other stations in the same market. Unless you have a three or five day a week schedule to place on each station selected, and expect to stay with that station for at least a 13-week period, don't figure on building up a following for your own program. Place it before or after programs that have a following.

A few hundred mimeographed instruction forms cost very little and will prove an excellent investment, even for a limited spot schedule. We have found it expedient to send each station three instruction forms. The announcer's instructions, Audience Mail Department instructions, and a general memorandum to the program director outlining the complete details. All three forms and the transcription are sent to the program director.

With network programs moving around as they do, and new shows coming on the air, it's a good idea to watch for changes that affect the logic of spot placements. Current network and local station schedules will furnish this information.

During the last 18 months over 300 radio stations have been scheduled for the training school account, and the placements were definitely coordinated with the company's sales activities. Inasmuch as it was necessary to obtain inquiries at a minimum cost, practically every station in the country has been tested at various times of the day to determine which stations and at what time on those stations were most productive. Incidentally, we again scheduled an extensive spot campaign for this client during the summer months of this year.

**THE BUYING of spot time is no occasion for eenie-meenie-meinie-moe tactics, as occasional buyers discover at the conclusion of 13 weeks of futile effort to contact unconvinced prospects. Particularly is this the case with accounts seeking inquiries at least possible expense. Mr. Lunke knows about inquiry obtaining, for he has placed spot schedules with most broadcast stations on behalf of Industrial Training Corp. He finds spot radio an efficient means of getting inquiries at low cost, and discusses some of his methods on this page. Incidentally he is a charter member of the We-Believe-People-Keep-on-Living-During-the-Summer Club, a fast-growing group.**

# Radio Lays Path For Globe Flight

### Networks Bring Nation Close Coverage of Hughes Hop

THE MOST elaborate radio equipment ever used on a transoceanic flight made possible frequent communication between Howard Hughes in his globe-circling plane, *New York World's Fair*, and shortwave stations in this country and abroad. Three two-way transmitters aboard permitted contact with stations whenever necessary.

NBC, CBS and Mutual presented special programs at the time of takeoff July 10 from Floyd Bennett Field, New York, and frequent bulletins throughout the flight. Accompanying Mr. Hughes, in addition to his co-pilots and engineer, was Richard Stoddart, NBC radio engineer, who was given a leave of absence a year ago to prepare for the flight.

### On Continuous Duty

Throughout the flight the naval radio station at Arlington, the Coast Guard station at Far Rockaway, the Chatham station, the Mackay station at Southampton and stations in London, Amsterdam and Paris remained on continuous duty. In addition, shortwave station W2GOQ, auxiliary to CBS international station W2XE, assisted in sending messages to the plane. Originating at Flight headquarters in Flushing, messages cleared through CBS master control in New York and were relayed to the shortwave station in Wayne, N. J., for transmission to the plane.

Equipment licensed to use 35 frequencies was carried on the twin-motored Lockheed. It includes two composite 100-watt transmitters and one 15-watt Bendix transmitter, capable of handling both telegraph and voice. Thirty-two of the frequencies are shortwaves, the 333 and 375 kc. longwaves being assigned in addition for air navigation calling and direction finding and the 500 kc. wave for maritime and SOS calling. The FCC issued the call letters KHBRC for aircraft transmission and KHRH for relay broadcasting.

Last direct contacts with the Hughes crew preparatory to the trans-Siberian passage were made July 12 from Moscow. Meanwhile as BROADCASTING went to press, networks went ahead with plans to make their next contacts with the plane by way of shortwave facilities in San Francisco. They were ready to put the fliers on the air as soon as communication could be established as the plane approached Fairbanks, Alaska, on its July 13 flight from Yakutsk, Siberia. Direct communication was impossible during most of the Siberian legs of the flight.

Every effort had been made to utilize radio during the hop, even down to a prepared code for Hughes to use in conversing with Russian operators during the Siberian stages of the flight. The Soviet Government had assigned weather experts to give the plane continuous meteorological data. Russian and German radio stations were organized in advance to aid in navigation. The 500,000-watt station at Moscow broadcast music periodically to enable compass checks.

# Blue Drive Begun By NBC; Nelson Takes Sales Post

### Boosting of Requirements for Red Is Among Proposals

By BRUCE ROBERTSON

PREPARATORY to launching an intensive drive to revitalize the Blue Network, NBC has created the new position of Blue Network sales manager and has appointed to this post A. E. Nelson, for the past year manager of KDKA, NBC-operated station in Pittsburgh. Mr. Nelson will move late this month to New York, where he will work under the general supervision of Roy C. Witmer, vice-president in charge of sales. No similar post for the Red Network is contemplated, it was stated.

Mr. Nelson

Need for some method of securing more business for the Blue network is clearly shown by a glance at this chain's present schedule, which includes less than 20 advertisers who sponsor a total of 17 hours weekly on the Blue, of which only four hours is in the 8-10:30 p. m. choice period. Just what methods NBC will take to remedy this situation, which has given rise to a host of complaints from dissatisfied Blue affiliates, have not been divulged, but the recent rise in the requirements for advertisers on the Red is seen as a step in this direction.

#### Red Requirements

Under the new policy, recently announced by Mr. Witmer, any advertiser wishing to use the Red network must order not less than the complete basic Red line-up, comprising 23 stations, during the daytime, nor less than a 50-station network during the evening hours between 8 and 10:30 on weekdays or between 7 and 10:30 on Sundays. Exception is made of the 5-6 p. m. hour, when orders will be accepted for a minimum of all Red basic outlets in either the Eastern or the Central time zone. Rebroadcasts may be included in figuring the number of stations.

This policy affects all new business on the Red and renewals of any current contracts expiring after the first of the year. Contracts for less than the new minimums expiring during the remainder of this year may be renewed on their present basis only through December 31, after which they must conform to the new policy. Two results of this move are foreseen: First, a reduction in the number of advertisers on the Red who curtail their station line-ups during the summer months, and second, increased business on the Blue from those advertisers who are unwilling to meet the increased requirements of the Red and must therefore turn to another network. At present, 15 advertisers on the Red during the evening hours are using less than the 50 stations they will be obligated to take to hold their positions after the expiration of their present contracts.

Several other attempts to bolster the Blue from the commercial angle have been made during the past year, notably the dropping of Red and Blue appellations of all but the basic networks and making the supplementary groups available to advertisers using either the Red or Blue basic.

Another similar step towards greater flexibility which it was hoped would result in increased network business for Blue outlets was the ruling that during "station" time, those hours which the stations control and during which they may take or reject network programs, advertisers on either basic may use stations on the other basic if those on their network are unavailable because of local commitments. Another ruling, chiefly affecting Blue outlets WHAM, Rochester, and WSYR, Syracuse, enables advertisers on either basic to add but not substitute stations from the other network which are available.

In announcing Mr. Nelson's appointment, Lenox R. Lohr, NBC president, said that the choice was made on the basis of his successful record in directing KDKA and KOA, Denver, which he had managed from 1934 until his move to KDKA in September of last year. Mr. Nelson on July 12 announced the appointment of Robert Saudek, KDKA continuity chief, as his assistant in New York. Both will assume their new duties July 25. Mr. Saudek, a 1932 Harvard graduate, was with WBZ and the Yankeen Network in Boston before joining KDKA in 1933.

# *Networks Defy Business Depression With Half-Year Gain of 5.6% in Sales*

DESPITE the recession of the past few months broadcasting continued to forge ahead during the first half of 1938. Combined billings of the coast-to-coast networks for this period totaled $37,947,148, an increase of 5.6% over the $35,917,992 total for the first half of 1937. This gain was shared by all major networks. NBC billed $21,023,674 during the six-month period, 5.4% better than its billing of $19,949,107 for the same part of 1937. CBS showed a gain of 5.3%, with billings of $15,581,295 for January to June of 1938 as compared with $14,803,265 for the same period of 1937. MBS showed the largest percentage increase for the half-year, with billings of $1,342,179 for 1938 compared with $1,165,620 for 1937, a gain of 15.1%.

Combined billings for the month of June were 1.3% below those for June of last year. The June 1938 figure was $5,523,216; the June 1937 figure was $5,598,351. Individually, NBC showed a gain of 6.6% for the month, with totals of $3,200,569 for June 1938 and $3,004,387 for June 1937. CBS showed a loss of 14.4% for the month, with $2,120,235 this year and $2,476,576 last. Largest percentage increase for the month was shown by Mutual, which reported billings of $202,412 for this June, 72.4% ahead of the $117,388 billed in June of last year.

With billings for the first half of the year ahead of those for that period last year, and with orders for fall considerably ahead of those received at this time last year, there now seems to be no doubt that network radio will again set a new high in 1938. Itemized figures for the first six months follow.

**Gross Monthly Time Sales**

| | 1938 | % Gain over 1937 | 1937 |
|---|---|---|---|
| **NBC** | | | |
| Jan. | $3,793,516 | 7.1% | $3,541,999 |
| Feb. | 3,498,053 | 6.1 | 3,295,782 |
| March | 3,806,831 | 5.3 | 3,614,283 |
| April | 3,310,505 | 1.0 | 3,277,837 |
| May | 3,414,200 | 6.2 | 3,214,819 |
| June | 3,200,569 | 6.6 | 3,004,387 |
| **CBS** | | | |
| Jan. | $2,879,945 | 21.1% | $2,378,620 |
| Feb. | 2,680,335 | 18.4 | 2,264,317 |
| March | 3,034,317 | 18.5 | 2,559,716 |
| April | 2,424,180 | —5.4 | 2,563,478 |
| May | 2,442,283 | —4.6 | 2,560,558 |
| June | 2,120,235 | —14.4 | 2,476,576 |
| **MBS** | | | |
| Jan. | $ 269,894 | 26.3% | $ 213,748 |
| Feb. | 253,250 | 9.0 | 232,286 |
| March | 232,877 | —5.9 | 247,431 |
| April | 189,545 | —5.3 | 200,134 |
| May | 194,201 | 25.6 | 154,633 |
| June | 202,412 | 72.4 | 117,388 |

# *Sponsored Campaigns of WBS Clients Show Increase of 24% for the Half Year*

THE first half of 1938 proved to be the best six-month period in the history of World Broadcasting System's national and regional sponsored programs, the June total of 11,656 station quarter-hours bringing the total to 71,504 or an increase of 24% over last year.

Food and beverage advertisers were largest WBS users, with 32,859 quarter-hours or 45% of the total. Laundry soaps and cleansers were second, followed by the automotive group. Including announcement accounts, not covered by this WBS tabulation, a total of 76 advertisers sponsored WBS campaigns on more than 400 stations in the half year. The month-by-month breakdown of WBS sponsored campaigns (announcements not included) stated in quarter-hours follows:

| | Jan. | Feb. | Mar. | April | May | June | Totals |
|---|---|---|---|---|---|---|---|
| Automotive | 4,928 | 1,471 | 874 | 2,239 | 2,129 | 1,861 | 13,502 |
| Drugs & Toilet Goods | 1,366 | 1,224 | 1,381 | 723 | 9 | 9 | 4,712 |
| Foods & Beverages | 4,615 | 5,540 | 4,556 | 5,788 | 6,102 | 6,258 | 32,859 |
| Finance & Insurance | 76 | 226 | 226 | 136 | 74 | 9 | 747 |
| Household Appliances | 27 | 210 | 348 | 370 | 245 | 272 | 1,472 |
| Jewelry & Silverware | ... | 4 | 56 | 70 | 77 | ... | 207 |
| Laundry Soap, Cleansers | 2,285 | 2,260 | 2,367 | 2,741 | 2,439 | 2,733 | 14,825 |
| Oil & Gasoline | 102 | 100 | 104 | 42 | 238 | 338 | 924 |
| Paints | ... | 182 | 357 | 418 | 70 | ... | 1,027 |
| Tobaccos | ... | ... | 198 | 192 | 314 | 176 | 880 |
| Miscellaneous | 294 | 10 | 21 | 7 | 17 | ... | 349 |
| TOTALS | 13,693 | 11,227 | 10,488 | 12,726 | 11,714 | 11,656 | 71,504 |

# Foods Again Lead Network Accounts

### Drugs, Soaps and Tobacco Are Among Other Main Products

FOODS and food beverages advertising accounted for the largest expenditures of any class of merchandise advertised on NBC and CBS during the first half of 1938, according to industry breakdowns for the six-month period just issued by both networks. More than 11 million dollars were spent on the two networks by advertisers in this category. Second place on both networks was held by drugs and drug products, for which the combined expenditure was slightly more than nine millions.

From these two leaders it is a long drop to tobacco, third on the CBS list and fourth largest spender on NBC, whose total bill for time on both networks was something more than four millions. Laundry soaps and cleansers, spending just under four million dollars with both networks, was NBC's third highest and in fifth place with CBS. These four classifications were the only ones to pass the million mark for the six months on NBC, while CBS shows six totals above this amount, the automotive industry spending more than $2,000,000 during the first half of 1938 on CBS and the confectionery business accounting for another million.

#### Increases for Both

When the figures are compared with those for the first half of 1937 both networks show total increases of 5% for the six months of 1938, with wide fluctuations of percentage gains and losses on individual classifications, especially in those industries with only a small number of advertisers on the networks so that the addition or loss of a single account might result in a large percentage change.

Expenditures for time on both networks during the first half of 1938, broken down by industries, follows:

| | NBC | CBS |
|---|---|---|
| Automotive | $ 459,756 | $2,095,996 |
| Building | 56,162 | 5,827 |
| Tobacco | 1,506,935 | 2,670,030 |
| Clothing | 54,662 | ... |
| Confectionery | 175,512 | 1,230,139 |
| Drugs | 6,312,087 | 2,753,238 |
| Financial, insurance | 171,627 | 76,803 |
| Foods, food beverages | 7,466,012 | 3,743,708 |
| Garden | 2,236 | ... |
| House furniture, etc. | 551,361 | ... |
| Petroleum, etc. | 932,367 | 481,212 |
| Machinery, etc. | 120,484 | 43,405 |
| Paints, hardware | 137,109 | ... |
| Radios, musical instr. | 477,637 | 287,875 |
| Schools, corres. courses | 6,912 | ... |
| Shoes, leather | 19,854 | 73,725 |
| Laund. soaps, cleans. | 2,197,002 | 1,835,702 |
| Stationery, publica. | 191,568 | ... |
| Travel and hotels | 15,420 | 6,355 |
| Wines and beer | 81,720 | 97,485 |
| Miscellaneous | 87,251 | 229,795 |
| TOTALS | $21,023,674 | $15,581,295 |

Ten leading CBS clients during the first six months of 1938 and their expenditures for time were:

| | |
|---|---|
| Lever Bros. | $1,533,068 |
| General Foods | 1,448,082 |
| Colgate-Palmolive-Peet | 873,053 |
| Wm. Wrigley Jr. Co. | 830,555 |
| Ford Motor Co. | 761,162 |
| American Tobacco Co. | 697,636 |
| Liggett & Myers | 618,665 |
| Procter & Gamble Co. | 608,778 |
| R. J. Reynolds | 551,195 |
| Chrysler | 512,990 |

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DON QUINN, author of *Fibber McGee & Molly*, was seriously injured, and his wife, Garnette Quinn, was instantly killed June 30 when their car overturned near Murdo, S. D.

# Miller Picks Copyright for First Action

## New NAB President to Call Meeting of Industry Experts; Pledges Industry to Provide Aggressive Leadership

TACKLING copyright as his No. 1 task, Neville Miller, first paid president of the NAB, will call a conference of industry experts on music performing fees in the near future to redefine industry copyright policy and seek a peaceful settlement of radio's most troublesome economic and "raw material" problem.

Upon assuming the NAB presidency July 6, Mr. Miller conferred with his executive committee, over which he now presides, and decided first to pursue copyright and all of its ramified and related problems. A tentative list was drafted of persons in broadcasting familiar with copyright and presumably they will be named to serve as a copyright advisory committee. A meeting will be called by President Miller late this month or early in August.

With current ASCAP copyright contracts winding up Dec. 31, 1940, and with musicians' employment contracts entered into last year for a two-year period, ending a year earlier, Mr. Miller concluded after his conversations with the executive committee July 6-7 that he would begin active work on the problem at once. Under present contracts, "regular" broadcasters, or those in the nonnewspaper category are paying ASCAP 5% of their "net receipts" for the right to perform ASCAP music. Roughly, about $4,000,000 a year is being paid into the Society.

### Legislative Angles

Mr. Miller's all-purpose copyright survey will deal not only with ASCAP renewals and negotiations, but the myriad kindred questions of Federal and State legislation designed to curb arbitrary powers given copyright groups under an antiquated Federal law; international treaty aspects; the pending government anti-trust suit against ASCAP, and other litigation involving state anti-ASCAP laws.

In taking over the NAB presidency fresh from his portfolio as assistant to the president of Princeton University, his alma mater, the former Louisville mayor expressed his utter confidence in American broadcasting and made an earnest plea for full industry cooperation and indulgence during his transition period. Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times* and of WHAS, who served as interim president of the trade association since early this year, relinquished that office at the executive committee meeting July 6.

"Mr. Ethridge has turned over to me a functioning organization working in the interest of American broadcasting, and, as such in the interests of the American public," President Miller declared. "The broadcasting industry holds its head high, and is proud of its achievements, but it is ever on the alert to improve service to the public.

"I enter my new work with little more than an average citizen's knowledge of broadcasting, but with a deep appreciation of the service the industry is rendering, and with greatest admiration for the progress made in so short a span. At this time I can only pledge myself to give to the industry the best in me, and I ask the indulgence of NAB members until we at Washington headquarters can orient ourselves.

"Of one thing I am certain; the inspired movement launched by my able predecessor, Mr. Ethridge, will be carried on to the best of my ability. The NAB will try to avoid trouble and controversy. We intend, however, to assume an aggressive attitude in the defense and prosecution of our legal rights."

### Transfer of Rights

A wide range of problems was discussed with the executive committee and with chairmen of standing NAB committees by Mr. Miller during the two-day session. On the immediate problem of the NAB Bureau of Copyrights Inc., separately incorporated hangover of the old NAB designed to create an industry-owned reservoir of public-domain music in transcribed form, it was decided to shut off further funds to the bureau but to determine its future fate as part of the new all-purpose copyright study. Edward J. Fitzgerald, director of the bureau, was shifted to the NAB payroll until the bureau's status is determined. Martin Wickert, arranger, was released.

In taking this action the executive committee authorized the transfer of all performing rights held by the bureau to the NAB. No further recording, as such will be done, to augment the 20 hours of public domain already transcribed. Since 103 stations have subscribed to the service, the question of recording 30 hours additional, under private contract, to fulfill obligations to the subscribers, will be considered by President Miller's copyright conference. Thus the net effect is to keep the whole NAB public domain proposition in suspension until a definite policy is formulated.

Mr. Fitzgerald is understood to have in mind creation of a music copyright consulting practice in Washington, clearing public domain and other music through the Copyright Office for publishers and composers. Under such an arrangement, the NAB also might use his services on a consulting basis whenever it desired to clear public domain numbers. With the NAB for the past two years, Mr. Fitzgerald's current salary is $10,000.

Accompanied by Mr. Ethridge, President Miller on July 6 visited the White House and conferred with Presidential Secretary Stephen T. Early. On the same day they visited the FCC, conferring with Acting Chairman Sykes and Commissioner Craven, and also with William J. Dempsey, newly-appointed FCC special counsel for the chain-monopoly investigation. Samuel R. Rosenbaum, president of WFIL, chairman of the Independent Radio Network Affiliates, and chairman of the NAB Labor Committee, conferred with Mr. Dempsey July 12 in connection with the impending investigation and in behalf of the NAB.

On July 7 Mr. Miller, accompanied by Mr. Ethridge and Edwin M. Kirby, NAB public relations and education director, conferred with Dr. John W. Studebaker, U. S. Commissioner of Education, and chairman of the Federal Radio Education Committee, comprising Government officials, educators and broadcasters. They discussed in a general way the current plans for a cooperative radio-

(*Continued on page 30*)

### HONORED BY NAB
**Ethridge and Loucks Given Awards for Service**

IN APPRECIATION for their services during the trying reorganization crisis of the NAB, Mark Ethridge, former president and Philip G. Loucks, advisory counsel, were presented with gifts by the Association's executive committee at a dinner July 6 at the Willard Hotel.

Mr. Ethridge, who served without compensation as president since early this year, was presented with a platinum watch, chain and knife. The watch bore the inscription: "With the gratitude of the broadcasting industry for his outstanding work as President of the NAB."

Mr. Loucks was given a handsome silver service tray on behalf of the board of directors. It carried the inscription: "With the affection and esteem of his friends and associates, the Board of Directors of the NAB."

The presentations were made by Frank M. Russell, NBC vice president and a member of the board and executive committee, who served as chairman of an unannounced committee of the board to make the awards. Present in addition to members of the executive committee were members of the NAB headquarters staff.

A DOUBLE-BARRELLED affair was the joint banquet-meeting of the NAB executive committee with NAB's new president, Neville Miller, as well as the headquarters staff, at the Willard Hotel July 1. Mark Ethridge, (extreme right, seated) was presented with a platinum watch for his services as president during the reorganization. Philip G. Loucks, Washington attorney (on Mr. Ethridge's left) special reorganization counsel, was given a silver service.

Seated, (l. to r.) are John Elmer, WCBM, Baltimore, executive committeeman; President Miller; Mr. Loucks, and Mr. Ethridge. Standing, Lynn Lamm, part-time newspaperman on NAB staff; Andrew W. Bennett, special copyright counsel; Ed Kirby, public relations director; Harry C. Butcher, CBS Washington vice-president; Joe L. Miller, labor relations director; Everett Revercomb, auditor; Frank M. Russell, NBC Washington vice-president, executive committeeman; Herb Hollister, KANS, Wichita, executive committeeman; Edwin M. Spence, NAB acting secretary-treasurer; Paul F. Peter, research director, and Leonard Callahan, of the NAB staff.

# Sale of WPG to Arde Bulova Is Approved by Atlantic City

### Station Would Be Moved to New York, Joining With WBIL to Give WOV Full Time on 1100 kc.

SALE OF WPG Atlantic City municipally-owned station, to Arde Bulova, watch manufacturer and station owner, for $275,000 was approved by the Board of Commissioners of the city July 7, subject to FCC approval and to removal of the station to New York.

The arrangement, in which Harold A. Lafount, former Radio Commissioner and Bulova radio executive, acted for the watch manufacturer, was effected after failure to conclude negotiations for a shift of frequencies involving WPG and WOV, New York, also owned by Mr. Bulova, which would have placed a full-time 5,000 watt station in New York.

Under the transaction, the 1100 kc. channel now used by WPG with 5,000 watts full time, except for the hours of 6 to 8 p. m., would be shifted to New York, and utilized by WOV, which now operates on the 1130 kc. clear channel with limited time. WBIL, New York, which utilizes the other two hours on the 1100 kc. channel when WPG is silent, likewise is owned by the Bulova interests. It also would relinquish its time to WOV, thus establishing a full-time 5,000 watt station on the 1100 kc. channel. WOV would vacate its present assignment on the 1130 kc. channel, since at least a 50 kilocycle separation is required for stations in the same metropolitan area to avoid interference.

#### A Long-Fought Case

Approval of the transaction by the FCC would write finis to one of the most controversial phases of New York radio. Mr. Bulova, owner of several stations and pioneer user of spot time in the purchase of station-break announcements, purchased WOV from the late John Iraci last year for $300,000. Some weeks later he purchased from the Paulist Fathers WLWL, which shared time with WPG on the 1100 kc. channel, for $275,000 and changed its call to WBIL. The Paulists had carried on a vigorous crusade against purported radio monopoly prior to this transaction, and several times sought vainly to have their hours of operation increased from two hours daily to half-time or full-time, seeking the additional facilities from WPG.

Subsequent to these transactions Mr. Bulova entered into an agreement with the municipality of Atlantic City whereby WPG would be shifted to the WOV facility on 1130 kc., thus relinquishing its time on 1100 kc. for the New York station and making possible a full-time WOV, with WBIL ceasing operation. Protests, however, were entered by WJJD, Chicago, and WDEL, Wilmington, on interference grounds, and the transfer application was designated for hearing. Bulova was to defray the expenses of new equipment for WPG and removal of the station, amounting to approximately $75,000, with the Atlantic City station to use 1,000 watts instead of 5,000 watts power.

Because of these complications, negotiations were begun for the outright purchase, subject to removal and to FCC approval of the removal, for the $275,000 figure. There was no objection to the sale by Atlantic City organizations, and it was endorsed by all civic groups. Applications for the transfer and removal shortly will be filed with the FCC, it is reported.

The ordinance passed by the Atlantic City commissioners specifies that all of the facilities and equipment of WPG, exclusive of land and buildings, would be involved in the transaction. Mr. Bulova agrees to organize a corporation to take over the facilities. The city agrees to execute the applications to the FCC "for approval to sell, transfer and convey to the corporation to be organized by Bulova" and also to execute "the consents and applications necessary to change the location of the station to such place as Bulova may designate."

#### To Carry City Ads

The agreement also carries a stipulation by Mr. Bulova that he will carry over WPG or its successor station, wherever located, 625 spot announcements of 40 words each, but not more than 10 in any one day, written by the city council and presumably advertising the resort. All of the announcements must be used within a five-year period.

Finally, the agreement carries the provision that if the FCC approves the transfer and change of location, then the previous arrangement, entered into Dec. 16, 1937, for the WPG frequency shift, on which applications still are pending before the FCC be cancelled, and Mr. Bulova relieved from the obligation of $75,000 to defray removal costs.

WPG, a pioneer station, has been operated by the municipality since its inception 15 years ago. It is a CBS outlet.

Mr. Bulova has in mind establishment of an eastern seaboard network upon procurement of full-time for WOV. Among stations which would be identified with this network are WELI, New Haven; WNBC, New Britain-Hartford; WCOP and WORL, Boston, and WPEN, Philadelphia.

## KGO Drops Tieup

TERMINATION of a five year affiliation between the *San Francisco Chronicle*, and KGO, NBC-Blue outlet gives the first indication of radio retaliation for dropping of radio columns in the daily press. Lloyd E. Yoder, San Francisco manager for NBC, stated the action was by mutual consent. Managing Editor Paul Smith of the newspaper indicated the network had virtually asked for the time, by referring to the paper's inability to continue its promotion of radio, on which basis the free broadcasts were originally granted. A similar affiliation between the other NBC outlet, KPO, and the *San Francisco Call-Bulletin*, is still in effect.

## Elliott Roosevelt's Entry Into Texas Politics Seen

POSSIBLE entry of Elliott Roosevelt, second son of the President, and president of Hearst Radio Inc., into Texas politics, is being talked actively in that State, particularly since the visit there this month of the President. A resident of Fort Worth, young Roosevelt is active in radio work as directing head of KFJZ, Fort Worth, as well as of the Hearst radio interests.

An Associated Press report July 12 stated that Texas observers believe if the younger Roosevelt chooses to run for some high office he might be assured of the support of many political followers of Gov. Allred, whose appointment to the Federal District Court was announced by the President during his Texas visit. Although Elliott has given no public indication of entering politics, the speculation centered on a possible race for the Senate against Senator Connally or for the governorship two years hence.

MINOT FOOD PACKERS, Hammonton, N. J. (canned food) has named Brooks, Smith, French & Dorrance, New York, as agency and plans to use radio.

Drawn for BROADCASTING by Sid Hix

*"I want to lay before you Station BLOP's Billion Dollar Market—and I'd like to borrow $25."*

# NBC and CBS Sign Pacts With AFRA

### Contract for Two Years Will Cover Actors and Singers

CONTRACT covering minimum wages and working conditions for actors and singers employed on sustaining broadcasts originating at network key stations in New York, Chicago, Los Angeles and in NBC's San Francisco studios, was signed July 12 by executives of NBC, CBS and the American Federation of Radio Artists.

In addition to providing minimum wages for actors and singers ranging from a low of $8 for choral or group singers for a quarter-hour local or regional program on the Pacific Coast to a high of $25 for actors or soloists in New York or on a national network, and for staff singers minimum weekly wages of $40 on the West Coast and $65 in New York, the contract recognizes AFRA as exclusive bargaining agent for these types of talent in the cities affected by the contract.

#### Will Last Two Years

Contract runs for two years, becoming effective the third Sunday after it has been ratified by AFRA members and after the American Arbitration Association has certified AFRA as representing the majority of these artists. Only sustaining programs are covered by the contract, which was signed by Lenox R. Lohr, president, NBC; Lawrence W. Lowman, vice-president, CBS; Emily Holt, national executive secretary, AFRA, and George Heller, assistant national executive secretary and treasurer.

Major provisions of the contract were printed in the July 1 issue of BROADCASTING. Signature was expected much earlier, as negotiations between AFRA and network executives were completed more than two weeks ago, but difficulties encountered by the attorneys in phrasing the points of the contract in clear and legal language caused an unexpected delay. Copies of the contract will be sent immediately to the AFRA locals in New York, Chicago, Los Angeles and San Francisco for ratification at their next regular meetings.

## Central List Dropped

THE San Francisco-Oakland Publishers Association abandoned their plan to conduct a central radio schedule bureau for the six metropolitan dailies in the Bay area recently after a two-week's investigation. Each paper is continuing to make up the radio log in its own style, as it had done before the radio columns were dropped. The publishers originally planned to have a secretary in their office make up the schedules for the papers, but the load was too heavy. She worked nearly 20 hours of her own time, after her regular duties, to get up one day's set of logs for the six papers. With but one exception all of the assistant radio editors, whose job it is to make up the logs, have been retained by the papers.

RAP-I-DOL DISTRIBUTING Co., New York (cosmetics), which has appointed Redfield-Johnstone, New York, as agency, is planning a spot radio campaign.

# New Disc Contract Offered by AFM

## Acceptance Is Foreseen By Manufacturers On Trial Basis

By BRUCE ROBERTSON

AMERICAN Federation of Musicians has sent to companies manufacturing electrical transcriptions and phonograph records a new license form which, from the consensus of a meeting of recorders held July 11, will be accepted by nearly every unit. Not that all are entirely pleased with the terms of the license, for they are not, but the elimination of the hard-fought "boycott" clause [BROADCASTING, July 1], plus the fact that it is a trial license for only two months, expiring Sept. 25, led the great majority of recorders to state they would accept it for this period.

During the New York transcription meeting a call was received from the West Coast recording firms, who said they would go along with the eastern companies in accepting the license.

With the network affiliated stations almost 100% signed up with their local unions in accordance with the terms of a standard agreement for all stations of this class, and with Aug. 1 set as the deadline for the completion of contracts between nonnetwork stations and their local unions under a similar contract, the end is in sight for the series of broadcaster-musician negotiations that have continued for almost a year.

### Terms of Agreement

In its final form, as agreed on July 8 by committees representing the AFM and the recording companies after a two-day conference, the license is a nontransferable document calling for a completely closed shop, the elimination of all dubbing or rerecording without written consent of the AFM, a ban on commercial advertising on phonograph records, and a provision that "the licensee shall not make any recording for or on account of any other persons." This last point, which if strictly interpreted would prohibit the manufacture of any transcriptions for advertisers or agencies, was the cause of an argument that nearly broke up the conference and was allowed to stand by the transcribers only on the assurance of the AFM that its purpose was to prevent an unlicensed company from hiring a licensed concern to do its recording for it and that the AFM would invoke the provision for this purpose only.

The closed shop clause was also opposed by the recorders' committee on the ground that frequently transcriptions are made of programs produced by advertisers or agencies who hire their own talent, the recorder being engaged solely to make recordings of a program over which he has no control. It was also pointed out that this would prevent the making of recordings of hillbilly groups and of other non-union musical organizations such as the Boston Symphony Orchestra. The AFM committee refused to alter the requirement of 100% employment of union musicians, but said that permission would be granted to use other groups where it was found necessary.

An attempt on the part of the recording interests to have theme music and musical bridges between dramatic scenes exempted from the no-dubbing rule was likewise unsuccessful. They did succeed, however, in changing the clause which in earlier forms of the license prohibited musicians employed in making a recording from assigning their rights in it to the manufacturing concern, to a provision which permits the musician to make such an assignment or not as he sees fit.

The license calls for the labeling of each recording with an identifying number and with a statement of the specific purpose for which it was made (in the case of phonograph records, that it is for only noncommercial use on phonographs in homes). Immediately upon making a recording the licensee is required to notify the AFM that it has made the record, citing the number and statement on its face, and, if requested, to furnish the AFM with a copy of the record. All contracts with musicians must respect the obligations they have to the AFM as members and are subject to the rules of the union governing wages, hours and working conditions. On its part the union agrees to see that its members "shall faithfully perform their lawful engagements."

### Record Network Affected

The ruling against making "any recordings for phonograph records containing commercial advertising" is seen as a death blow for the National Phonographic Network, organized last spring for the purpose of placing records containing advertising in coin-operated phonographs in restaurants, bars and other establishments throughout the country.

A new scale for musicians making recordings has also been put into effect by the AFM. Replacing the former scale of $30 a man for a three-hour session or $50 for a full day of two three-hour periods, the new rates are on a per-piece basis of $18 for a 15-minute program, including rehearsal of not more than an hour and a quarter, and $24 for a half-hour program, including a maximum of two-and-a-half hours rehearsal, with overtime at $6 for each quarter-hour. Musicians making phonograph records will be paid $24 for a session of two hours, with not more than 40 minutes of each hour to be actual playing time, with overtime of $6 for each additional half-hour. Double scale is paid to the leader.

On June 29 the National Committee of Independent Broadcasters received the following telegram from the AFM: "Kindly be advised that Aug. 1, 1938, is the deadline date on which the NCIB is to advise the AFM of the answers of said broadcasters in reference to the agreement which their committee reached with the executive board of the AFM in reference to the conditions under which members of the AFM may in future render services for these broadcasters."

On July 2 the committee sent to all nonnetwork stations a letter asking for a statement of income and expense, and either the original contract signed with its local union, reasons why a contract has not been negotiated, or if an existing contract is in effect, its expiration date and whether it calls for a greater or lesser expenditure than under the plan of settlement. Stating that at that time only 140 stations had reported their 1937 incomes and expenditures, with 240 not reporting, the Committee urged immediate action both in sending it the needed information and in completing contracts with the local unions within the month of July.

The continued illness of E. V. Richards, executive of WSMB, New Orleans, has temporarily halted progress in negotiations between the stations and the AFM local in that city, one of the few in which contracts have not been completed for network affiliates.

# *Network Affiliates Discuss Proposals To Revive IRNA for Hearings at FCC*

REVIVAL of International Radio Network Affiliates, an organization created last year to negotiate an employment agreement with union musicians, is expected to develop in connection with the chain-monopoly hearings scheduled before the FCC this fall.

The thought is being expressed in network affiliate circles that it would be desirable to have the group meet to consider the whole subject of the chain-monopoly hearing and to devise plans for presentation of their views as a group.

Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the IRNA Negotiating Committee, on July 12 conferred with William J. Dempsey, FCC special counsel in charge of the investigation. It is understood to be his intention to confer with members of the IRNA committee, headed by Mark Ethridge, chairman of IRNA in connection with a general meeting prior to the formal hearings before the FCC committee this fall. Members of the Committee, in addition to Messrs. Ethridge and Rosenbaum, are Edwin W. Craig, WSM; John J. Gillin Jr., WOW; John Shepard 3d, Yankee Network; George B. Norton, WAVE; L. B. Wilson, WCKY.

The IRNA group comprised some 290 stations during the AFM negotiations of late last year and early this year. It is presumed network-owned, operated or leased stations would be excluded from the projected sessions in connection with the FCC hearing with the number reduced probably to 260.

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WKAR, of Michigan State College, Lansing, has been authorized by the FCC to increase its daytime power to 5,000 watts on 850 kc.

# New FCC Rules Would Eliminate Two-Year Clause

## Many Other Changes Involved In Proposals for Revision

REPEAL of the controverted "two-year rule" preventing FCC legal employes from practicing before the Commission for two years after their retirement from Government service would be effected under proposed new rules of practice and procedure drafted for consideration of the Commission.

Among other things, the proposed rules would tighten requirements on broadcast applications of all types. A special motions court would be created, to meet twice a week and be presided over by a commissioner or examiner, to handle all miscellaneous motions and pleadings and thereby expedite such matters.

The rules pertaining to filing of applications would require a full disclosure in the application itself of all facts and circumstances surrounding the applicant. Such an all-inclusive showing at the outset, it is contended, would obviate detailed appearances to be filed in advance of hearings and also tend to give the Commission full information, including financial responsibility, before an application is set for hearing.

### Revision of Practice Rules

In the projected rules, made public July 11, the three-year-old provision preventing attorneys from FCC practice would be rewritten to bar them from appearing only in cases pending before the Commission at the time of their separation from service. The existing rule prevents Commission lawyers from appearing in any cases pending before the Commission except those having to do with matters affecting municipal, state or federal affairs.

In making public the proposed new rules, drafted by its rules committee comprising department heads, the FCC did so to permit the Federal Communications Bar Assn., attorneys practicing before it, station licenses and other parties in interest to submit written suggestions to the Rules Committee respecting the changes. The Rules Committee is authorized to hold hearings and is directed to report to the Commission on or before Sept. 15.

The committee is made up of General Counsel Hampson Gary, chairman, Secretary T. J. Slowie, Chief Engineer E. K. Jett, Chief Examiner Davis G. Arnold, and Chief Accountant William J. Norfleet. The proposed new rules of practice and procedure were drawn up by the committee as of Feb. 9 and have been considered in a preliminary way by the Commission but will not be promulgated until the Rules Committee submits its final report this fall.

The purpose of tightening applications not only is to bring about a full disclosure in the very first instance but to eliminate futile or frivolous hearings. After an application is filed and considered by the Commission, an actual hearing date would not be set until the ap-

(*Continued on page 52*)

# New Radio Knowledge Studied As FCC Peruses Probe Data

## Mass of Evidence Accumulated in Superpower Inquiry Covers Wide Range of Radio Topics

A HALF-MILLION words of testimony, together with some 500 exhibits, many of them intricate analyses of industry activities, radio coverage of the nation by particular groups of stations, as well as projected coverage conditions under various revisions of allocation standards, must be analyzed by the so-called "superpower committee" before it submits its proposed report on new rules and regulations governing broadcasting to the FCC.

When the hearings were adjourned sine die by Chairman Norman S. Case late June 30, this mass of testimony had been incorporated in the record—one of the most ponderous ever developed on broadcasting. Information never before available, including the FCC accounting department's breakdowns of station financial structures, network fiscal operations, employment, and program distribution, were all introduced in the record and will be considered in conjunction with the committee's findings on revision of rules.

There were 2,170 pages of testimony adduced from some 35 witnesses appearing for the various station groups, individual stations, non-operating companies interested in broadcasting and by the FCC itself. The precise number of exhibits is not known since the record has not yet been closed because of commitments by certain witnesses to produce additional data, but it is approximately 500.

The committee, which sat for 19 days, June 6-30, included Commissioner T. A. M. Craven and George H. Payne, in addition to Chairman Case. Chairman Frank R. McNinch sat ex-officio on several occasions.

### Ring Cross-Examined

In closing the record, Chairman Case observed that the hearings had been conducted in orderly fashion and that they had been most educational so far as he was concerned. He added that the hearings would have been just as informative "to others" had they been present.

The final day of the hearing was devoted to rather rigorous cross-examination of Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting and who was prominently identified with the drafting of the engineering phases of the proposed new rules and regulations. Practically all of the counsel for respondent stations and groups cross-examined the engineering expert, particularly in connection with projected clear-channel breakdown and with utilization of power of the order of 500 kw.

He maintained his original view, expressed on direct examination June 29, (BROADCASTING, July 1) that the FCC should not prejudice the 25 Class I-A channels prescribed for clear-channel use by any duplication on them until it is definitely ascertained what needs may exist for additional rural and urban service. He argued for retention of the status quo insofar as the proposed rules go in connection with Class I-A channels.

A significant point brought out by Mr. Ring under cross-examination was his view that regional stations slated for 5 kw. operation full time on Class III-A channels should not increase their power unless all stations on the wave did so. If one station on the frequency has a directional antenna, other stations should take similar precautions, Mr. Ring suggested, so that best service could be rendered. Sun spot activity also played an important part in the cross-examination. Mr. Ring asserted, in reply to questions, that the last year was probably the worst of the last decade in connection with such activity, thus resulting in sharp curtailment of secondary service of clear-channel stations.

### Service for Rural Areas

Mr. Ring felt there were several ways of improving rural service. He enumerated these as possible use of directive antennas to procure that sort of coverage, development of stations to maximum efficiency with present powers and ultimate use of higher power if found necessary. If stations on clear channels remain at 50 kw. and do not provide enough signal to supply rural service, Mr. Ring said under questioning there is no valid reason why they should not be duplicated.

The question was raised as to the degree of service that might be rendered by five regional stations of 5,000 watts power on the 600 kc. channel as against one 500 kw. station on that channel. Mr. Ring testified that the five regionals would cover an aggregate area of 64,750 square miles with an acceptable signal whereas one 500 kw. station would provide a usable signal to an area of 212,000 square miles.

A series of questions by Commissioners Case and Craven had to do with proposed duplication on the East and West Coasts and retention of Class I-A service in the center of the country, east of the Rockies and west of the Appalachians, with stations in the center to use power in excess of 50 kw. The purport of Mr. Ring's general response was that duplication on the Coasts might result in service to a greater population than without such duplication but he insisted that this would not cover the rural areas and that there is need for improvement along the Eastern and Western Coasts as well as in the interior of the country. Use of directional antennas north and south might alleviate the situation somewhat, he declared.

Rebuttal testimony on behalf of KFI, to refute previous arguments for duplication of the 640 kw. channel, was offered by Louis G. Caldwell, clear-channel counsel, after Mr. Ring's concluding testimony. Glenn D. Gillett, consulting engineer of Washington, testified in connection with the station's service, and maintained that if KFI increased its power to 500 kw. it would serve an additional rural audience of 6,000,000 people and an urban audience of 4,000,000, or a total of 10,000,000 additional people as against a very much restricted service in the event the channel was duplicated, as proposed, by WKBN in Youngstown, O. He testified also that a 500 kw. station will serve twice the area of two 50 kw. stations duplicated on the same channel, generally speaking. He concurred with the Ring view by saying there was not sufficient information available to justify "hamstringing" development of radio. He predicted that greatest possible good would come from superpower and he believed it inevitable.

### 30 Days for Briefs

In concluding the hearings, Chairman Case explained that all respondents but WLW would be given 30 days from June 30 to file summation briefs. WLW, which participated in the hearings on the proposed new rules and regulations, is slated for another hearing on renewal of its experimental 500 kw. authorization at a hearing to begin July 18. Presumably it will be given additional time following that hearing in which to file its brief.

The Superpower Committee proposes to draft its report as expeditiously as possible, submitting copies to all party respondents at the June 6 hearings, as well as to the full Commission. Exceptions may be taken from its proposed findings, which will be in the nature of revised rules. Then oral arguments will be set before the full Commission, preparatory to the final drafting of the rules.

George B. Porter, assistant general counsel in charge of broadcasting, who was chief FCC counsel at the hearings, is expected to draft the preliminary findings for the Superpower Committee. Unquestionably he will be assisted by Mr. Ring, who had much to do with preparation of the original technical rules and with the standards of good engineering practice accompanying them.

### Without Full Time

SEVEN cities of more than 100,000 population are without full-time radio stations, according to Andrew D. Ring, assistant chief engineer of the FCC for broadcasting. In his concluding testimony before the "superpower committee" Mr. Ring enumerated these cities as Youngstown, Altoona, Atlantic City, Johnstown, Pa., New Haven, Trenton and Wheeling. He pointed out each city has a station but that none are full-time outlets under present allocations.

## *BASEBALL PICKUPS ARE BASIS OF SUIT*

BOTH the American and the National Leagues are in litigation over "piracy" of play-by-play accounts of baseball games in their respective leagues.

The Pittsburgh National League club, together with General Mills and Socony Vacuum Oil Co., co-sponsors of its games on KDKA, on July 6 filed a $100,000 damage suit against KQV, Pittsburgh, alleging unauthorized broadcasts.

The American League nearly two years ago started proceedings against WJBK, Detroit, alleging "pirating" of Detroit play-by-play accounts. Among other things, it filed a petition with the FCC seeking to have its complaint considered in connection with the station's renewal but WJBK's license was renewed recently without hearing. The League has not been advised of any further action.

### Hearing on Injunction

In the KQV complaint filed in the Federal District Court in Pittsburgh, the baseball club and the sponsors who pay for the privilege of broadcasting the games stated they could not ascertain how KQV "bootlegged" its information. Federal Judge F. P. Shoonmaker set July 12 as the date for the station to show cause why an injunction should not be granted.

WJAS, sister station of KQV, and the latter station both were notified they would not be permitted to broadcast the all-star baseball game presumably because of the KQV situation. It is understood that WJBK similarly was notified.

## KVOO-WAPI Full-Time

KVOO, Tulsa 25,000-watter, and WAPI, Birmingham 5,000-watt outlet, plan to begin experimental full-time operation on the 1140 kc. channel on Aug. 2, under special temporary experimental authority from the FCC. Now sharing time at night, the outlets will use directive antennas mutually protecting their services. KVOO is an NBC outlet, while WAPI is on CBS.

## La Rosa Returns in Fall

V. LA ROSA & SONS, New York (macaroni and cheese products), will return to WOR, Newark, for 32 weekly broadcasts running from Oct. 12 to May 17, 1939. This year's soloists will be Bruna Castagna, Armond Tokatian, and Carlo Morelli. The series may be expanded to other Mutual stations. Agency is Commercial Radio Service, New York.

## *Get Thin* Expands

GENERAL MILLS, Minneapolis (Wheaties), has added the quarter-hour six-weekly series *Get Thin to Music* on the following stations: CKLW WOR WFIL WNAC. WCAE and WGN have carried the show all summer. Agency is Blackett-Sample-Hummert Inc., Chicago.

# FCC Paves Way for Chain-Monopoly Probe

## William J. Dempsey, Special Counsel, in Full Charge; Hearings Are Expected to Start During September

HEARINGS by early fall in the FCC's "chain-monopoly" inquiry, with legislative recommendations to Congress by the end of the year for revision of the Communications Act, form the new work program of the FCC, with the brunt to be borne by William J. Dempsey, 32-year old attorney designated as the FCC special counsel for these epochal proceedings.

Since his appointment early this month, Mr. Dempsey has been actively preparing for the hearings, which embrace the most comprehensive broadcast investigation ever undertaken by the FCC. As a matter of fact, it marks the first time the Commission or its predecessor Radio Commission has instituted a direct study of networks and their regulation.

Special counsel and legal advisor to Chairman Frank R. McNinch since the latter assumed the FCC helm last October, Mr. Dempsey will have full supervision of the investigation, reporting only to the special committee of four FCC members in charge. He will have as his aides members of the FCC legal, engineering and accounting staffs, and possibly outside counsel.

### Named Unanimously

While not prominent in FCC legal affairs because he has been attached to the Chairman's office rather than to the law department, Mr. Dempsey is highly regarded in administration legal circles. He handled considerable power litigation as assistant general counsel of the Federal Power Commission and as special counsel for Public Works Administrator Harold L. Ickes, during the last five years.

His appointment was announced July 6 by Chairman McNinch. On July 1 the matter of appointment was taken up at a special meeting and agreed to by unanimous vote of the five members present (Brown and Payne absent). The recommendation came from the so-called Chain-Monopoly Committee, after it had been proposed by Chairman McNinch. Members of the Committee are Mr. McNinch, chairman, Thad H. Brown, vice-chairman, and Commissioners E. O. Sykes and Paul A. Walker.

As yet, no definite date has been set for the hearings though Chairman McNinch, in announcing the Dempsey appointment, indicated they would begin early in September.

In announcing the Dempsey appointment, Chairman McNinch, who is temporarily a patient at the Naval Hospital, Washington, declared the investigation was expected to provide "a comprehensive factual basis for the formulation of special regulations applicable to chain broadcasting, and, possibly, revision of the Commission's regulations governing broadcasting generally." He added the hearing would be conducted in a "thorough, impartial, and business-like manner."

Pointing out that preliminary work has been under way for several months, the Chairman stated that because of the vast amount of work remaining in the way of preparation, it is not believed the hearings can commence before the first of September. If it develops that amendment of the Communications Act is desirable or necessary, "the Commission will be ready to submit recommendations for legislation when the Congress convenes for its next regular session."

Chairman McNinch entered Naval Hospital July 2 for treatment of a stomach condition aggravated by overwork, and for a complete rest. He is not seriously ill, it was stated, since the ailment is an old one for which he has been treated in the past. He is expected to leave the hospital by mid-July.

The hearings will cover a 13-point bill of particulars embodied in the resolution adopted March 18 by the FCC [BROADCASTING, April 1.] Before a definite hearing date can be set, according to Mr. Dempsey, a vast amount of preparatory work must be done, and it may be several weeks before notices can be given. It is presumed the Commission will follow customary procedure and allow at least 30 days for parties in interest to ready themselves. Upon his appointment Mr. Dempsey said:

### Basis for Legislation

"It is my understanding that the investigation is to be conducted for the purpose of obtaining a complete and up to date compilation of facts relating to the broadcasting industry, on the basis of which the Commission will be able to promulgate special regulations applicable to chain broadcasting and, if necessary, revised regulations for broadcasting generally. It is also possible that the Commission may think it desirable to recommend amendment of the Communications Act after this study has been completed.

"The Commission has not yet definitely laid out the procedure to be followed in conducting the investigation. I do understand, however, that it intends to make it as thorough and business-like as is possible. It is hardly necessary to say that it will be conducted fairly and impartially with the object of ascertaining the necessary basic facts upon which regulations and, if necessary, legislative recommendations may be predicated.

"Before any definite plans for the organization of the work on the investigation can be submitted for the consideration of the committee a great deal of preliminary work must be done. I want to study the report on social and economic data prepared by the engineering department of the Commission under Comdr. Craven's direction because the report includes an analysis and discussion of many important matters to be covered by the investigation and will be extremely helpful in planning the investigation.

**Heads Network Inquiry**

WILLIAM J. DEMPSEY

"I also want to study the record of the superpower hearing which was presided over by Governor Case as chairman of a committee of the Commission because as I understand it, that record includes a great amount of data which the Commission has not heretofore had in its possession. The work done by the law, engineering and accounting departments in the preparation for that hearing will also be of the greatest value in preparing for the investigation. A considerable amount of preliminary work has been done by the staff of the Commission in preparation for the investigation. I have been trying to familiarize myself with all of this as quickly as possible, so that there will be no unnecessary duplication of effort in getting ready for the hearing.

### Contractual Relations

"I am, of course, highly gratified at being appointed by the Commission as special counsel to conduct this investigation and am eager to get into the work as quickly as possible. I know that the Commission wants the investigation conducted in a spirit of fair play as an honest, unprejudiced, fact finding inquiry. I am approaching it with an open mind and a sincere intention of handling it in that way."

Basically, the inquiry will cover contractual relations between chain companies and network stations, multiple ownership of stations, competitive practices of all station classes, networks and other industry entities and "other methods by which competition may be restrained or by which restricted use of facilities may result."

The Communications Act of 1934 authorizes the Commission to make special regulations applicable to networks, but the Commission has never exercised that prerogative. Repeated allegations of monopolistic tendencies, discriminatory practices and the like, led to FCC cognizance and to the determination to hold the inquiry.

Particular emphasis in the past has been placed upon such matters as duplication of chain programs, exclusive contracts, clearance of program materials at the source, with responsibility reposing upon independent stations and network ownership, operation or lease of stations.

Some question has arisen as to whether the Monopoly Investigating Committee, created by the last session of Congress to inquire into the whole broad subject of anti-trust legislation, will invade the radio picture. Thus far there has been no indication of it, save the possibility of inquiring into the radio patent structure in the receiving set field. This joint congressional-departmental committee, however, might find that its paths lead to radio broadcasting per se in its future deliberations and in that event, there might be conflict between its functions and those of the FCC committee.

The FCC inquiry has been intensified by the demands in the last session of Congress not only for an investigation of the industry, but also for an inquiry of the FCC itself. Efforts of a small group in the House, led by Chairman O'Connor (D-N. Y.) of the Rules Committee, to force such a Congressional inquiry, and strongly supported within by FCC Commissioner George H. Payne, fizzled as the last session ended. Defeat of the project was premised primarily on the fact that the Commission has instituted its own inquiry, under Order 37, and the action was viewed as a vindication of Chairman McNinch, who had opposed the Payne-O'Connor efforts.

The special counsel for the FCC, despite his youth, has had considerable experience in governmental regulatory and legal work. He joined the FCC last October 1 after having served as assistant general counsel of the Federal Power Commission, working there also under Mr. McNinch, who was chairman of that agency.

A native of Brooklyn, Mr. Dempsey is a legal resident of Sante Fe, N. M. He joined the Federal Power Commission in May, 1937, as assistant general counsel. Prior to that he was identified with power litigation involving the Public Works Administration under Secretary of the Interior Ickes as

(*Continued on page 42*)

# Rules on Politics Laid Down by FCC

### Provisions of Law Restated; Rebates Are Prohibited

SEEKING to dispel the uncertainty surrounding handling of political broadcasts, the FCC July 1 adopted new rules designed to guide stations in their scheduling of speeches by candidates for public office, as required under the terms of the Communications Act.

In effect the FCC restated the provisions of Section 315 of the Communications Act, requiring that stations give all qualified candidates for public office equal opportunities for use of their facilities. Two provisos departing from the language of the law itself also were incorporated. One of these specifies that a station may not rebate, in any fashion, money paid for purchase of time. This is construed as meaning that a broadcaster may not contribute to the campaign of a candidate for public office in a way that would be construed as reimbursement for funds expended for time.

#### Must Keep Complete Record

A second new provision requires stations to maintain complete records of all requests for political broadcasts, and the disposition made of them. These records would be open to public inspection.

The rules grew out of a request for clarification made late last month (BROADCASTING, July 1) on behalf of WTAR, Norfolk, Va., by its general manager, Campbell Arnoux, and its Washington counsel, Eliot C. Lovett. The station had complained that stations were caught in an insufferable dilemma by lack of such rules.

In addition to the WTAR petition, the FCC also had received a complaint from a candidate for public office having to do with the use of facilities over a station in Texas, it was learned. The combination of the two, together with the fact that political campaigning is now reaching its peak period, resulted in the conclusion that expeditious action should be taken.

Chairman McNinch in announcing the rules, said:

"The Commission hopes and believes that the rules adopted will be helpful to broadcasting stations and political candidates alike. While no set of rules or statute can specifically cover all situations that may arise, conformity to the spirit as well as the letter of these rules will enable stations to make their facilities available to political candidates upon terms and conditions which will assure fair treatment to all.

"The Commission will, of course, insist upon good faith in the application of these rules and will deal vigorously with infractions thereof."

## Oke-Doke Breaks

KRAFT-PHENIX CHEESE Corp. Chicago (Oke-Doke cheese popcorn), is planning a late summer campaign in Des Moines, St. Louis, New York and New England States according to reliable sources. It is understood that a series of 20 and 30-word station break announcements will be used. J. Walter Thompson Co., Chicago, is agency.

## Kellogg List Picked

KELLOGG Co., Battle Creek, Mich. (Cornflakes), on July 18 will start a five and 10-minute transcription series on 48 stations for nine weeks [BROADCASTING, July 1]. The five-minute discs will feature John Harrington, sportscaster of WBBM, Chicago, in a four weekly interview series with baseball stars. Ed Thorgersen, special NBC sportscaster, will be featured on the 10-minute discs in a thrice weekly evening interview series for broadcast in the New York area.

Stations, according to Gene Fromherz, time buyer for J. Walter Thompson, Chicago agency handling the account, are: WTIC WCSH WJSV WCAO WHP WEEU WPTF WTAR WDBJ WSYR WGY WOKO WIBX WIRE WAVE WKRC WTAM WBNS WHIO WSPD KDKA WLEU WBBM WTMJ WDAF WIBW KFH WEBC WCCO WDAY KFYR WMT WHO WLW WDLW WBOW WJAX WIOD WFLA-WSUN WSB WFAA-WBAP KARK KWKH WJDX WMC WKY KVOO.

## Ownership of Radio Sets In Villages Is Surveyed

FROM 76 to 93% of the white families in selected villages surveyed by the U. S. Department of Agriculture are owners of radio sets, with 27 to 42% owning pianos and 13 to 22% phonographs. These figures are based on a study conducted under direction of Dr. Louis Stanley, chief of the Bureau of Home Economics. They cover data collected in 1935-36 but made public July 6.

By regions the ownership of radios in typical village homes was: 93.4% in New England; 89% in North Central and Middle Atlantic; 85.2% in Mountain and Plains; 92.4% in Pacific; 76.1% in Southeast (17.9% negro families only).

## Sears Adds 17

SEARS, ROEBUCK & Co., Chicago (mail order and retail stores), on Aug. 15 will add 17 stations to the six broadcasting *Grandma Travels*, a quarter-hour transcription series (WNAX WEAU WCCO WDAY WEBC KFYR). Stations to be added are: KWKH WOAI KBST WFAA KPRC KGNC KRGV KFYO KFRU WDAF KVOO KFH KOMA KGNO KGNF KGTO KMA. It is understood that WIBW and KFAB may be added to the list. Blackett-Sample-Hummert, Chicago, is agency.

SIGNING a final WBAP sponsor's contract just before relinquishing his post to Herb Southard (left) former chief announcer, George Cranston, director of the Fort Worth station, went to KGKO Fort Worth, as assistant general manager, succeeding Darrold Kahn, resigned.

## *AIR CENSOR-FREE CIVIL UNION SAYS*

IN ITS annual survey of the status of civil liberties, the American Civil Liberties Union announced July 8 that radio, along with motion pictures and the theatre, enjoyed comparative freedom from censorship.

"While censorship by station managers continues as a part of the accepted setup," the Union added that the FCC for the first time assumed such powers in criticizing the Mae West-Charlie McCarthy sketch. When the Commission announced it would take into consideration renewals of licenses of stations carrying the broadcast, the Union stated it had protested "this announced assumption of power by the Commission" and that as far as it knew, it had not been exercised.

While no cases of censorship by station managers came to public notice, the Union said it was a matter of common knowledge that the networks do not sell time to labor unions "in order to avoid being drawn into industrial strife; nor do they sell time to employers' associations. But the inequity of the situation is plain, for employers are able to get across their propaganda in commercial programs."

The Union, concluded the radio portion of the announcement, endeavored to push in Congress bills "which would correct this inequality of opportunity to reach the public." Failure to hold hearings was ascribed to politicians "desirous of retaining the good will of the radio industry."

## Cranston Succeeds Kahn, Resigned, at KGKO as WBAP Names Southard

RESIGNATION of Darrold Kahn as business manager of KGKO, to enable him to look after personal broadcasting interests, and appointment of George Cranston, WBAP director, as his successor, were announced July 5 by Harold V. Hough, general manager of both of the Fort Worth stations.

Mr. Kahn

Herb Southard, WBAP chief announcer, was named to succeed Mr. Cranston at WBAP. Both Messrs. Cranston and Southard assume the titles of assistant general manager of their respective stations.

Mr. Kahn, who came to Fort Worth with KGKO upon its removal from Wichita Falls last May, resigned to devote full time to his personal radio interests. He is secretary-treasurer of the Beaumont Broadcasting Corp., which has an application pending before the FCC for aquisition of KFDM, from the Magnolia Petroleum Co.

Mr. Cranston came to Fort Worth in 1930 and took the position of Director of Sales and Program of WBAP. He is a native of Scotland, and came to Fort Worth from Chicago, where he was associated with Bill Hay in several Pioneer Chicago Vocal Clubs. He pioneered the establishment of the Texas Quality Network and has been active in it since. This year, he inaugurated the WBAP Texas Prison series. At odd times, Cranston takes part in choral work, which is his chief recreation.

Mr. Southard joined WBAP as Chief Announcer in 1931. He is 39. During the 1936 and 1937 Billy Rose shows in Fort Worth, he was in charge of radio production. He was the announcer for Paul Whiteman while he was in Texas. Mr. Southard came to Fort Worth from Ft. Smith, Arkansas, and began his radio career in the '20s on a small station there. He will continue to handle, as an announcer, top flight commercial shows on WBAP.

## More for Korn Kix

GENERAL MILLS, Minneapolis (Korn Kix breakfast food), has added these stations for *Those Happy Gilmans*, quarter-hour five weekly transcribed serial show: Yankee Network (WNAC WNLC WTIC WEAN WTAG WICC WCSH WLBZ WFEA WSAR WNBH WLLH WLNH WRDO) KPRC WWL WOAI KOIL WOC WHAM WSYR WGY WWJ WTAM WHO WBBM. Korn Kix is also being sponsored on WGN, Chicago, during *Curtain Time*, a half-hour Friday evening dramatic show, 9:30-10 p. m. CDST, and it is understood that the show may be extended nationally in late summer. Blackett-Sample-Hummert, Chicago, is agency.

## Text of New Rule Covering Politics

IT IS HEREBY ORDERED That the following rules be included in the Rules Governing Standard Broadcast Stations (Chapter III, part 36):

*"Rule 36a 1.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

*"Rule 36a 2.* The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

*"Rule 36a 3.* The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

*"Rule 36a 4.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

It is further ordered that Rule 178 be, and the same hereby is, rescinded.

KSLM, Salem, Ore., was authorized by the FCC July 1 to shift to the 1360 kc. frequency with 500 watts full time. KPQ, Wenatchee, Wash., seeking the same freqency with 1,000 watts, was denied.

# BIG, YES! —AND TIMELY!

HOURS before *news* can be made available by any other medium, thousands of Iowa families already *know* the news—via big WHO!

And do they like it?! Well, 71.4% of all farm men in Iowa and 58.9% of all farm women, depend on *radio* as their chief source of news. . . . The WHO News-Cast is the *most popular* radio feature in rural and small-town Iowa—is preferred even over such national favorites as the Jack Benny and Charlie McCarthy-Don Ameche programs — is nearly three times as popular as the average of the next *five* other leaders!

If this suggests something important to you, drop us a line! Maybe *we've* got some ideas, too!

*The facts at the left are taken from the 1938 Iowa Rural Radio Listener Survey just completed by Dr. H. B. Summers. This, we believe, is the most interesting study ever made of rural radio-listener habits. It includes a few facts we selfishly want you to know about WHO—but also dozens of other points that will help you get RESULTS with all your rural radio plans. Write for your copy, now!*

# WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . FREE & PETERS, INC., REPRESENTATIVES

# Announ

THROUGH the years . . . Associated Recorded Program Service . . . has stood alone in its field. Radio executives and Station Managers have told us repeatedly that it is the *one* Recorded Service to Radio Stations by which all others are judged.

Now . . . a new plan has been adopted whereby our two libraries will be merged into one as of September 1st, 1938 . . . and MORE IMPORTANT STILL . . . this plan will permit any RADIO STATION, irrespective of size or coverage, to become a subscriber to Associated Recorded Program Service at a cost well within its means.

We shall steadfastly maintain the high quality, careful selection of both materials and performing units that have always characterized our service.

Your inquiry for complete details of this new plan is earnestly solicited.

# A NEW PLAN FOR SUBSCRIBERS TO ASSOCIATED RECORDED PROGRAM SERVICE

## QUALITY FEATURES

1. Associated Quality Knows No Compromise!
2. Experience proves 94% renewals year after year.
3. Greatest Variety of Program Material.
4. Internationally famous artists.
5. Many "Name" Bands.
6. Vertically cut by license agreement with ERPI (Western Electric).

The Aristocrat of the Turntable

ASSOCIATED RECORDED PROGRAM Service

ASSOCIATED MUSIC PUBLISHERS, INC. 25 WEST 45th STREET NEW YORK CITY

# Syracuse Sponsor 16 Years on Air Without a Break

### Clark Music Store Is Active During Seasonal Lull

NOT EVEN a seasonal lull in business can dissuade Melville Clark, president of the Clark Music Co., Syracuse, from uninterrupted radio advertising. Head of one of the country's largest retail music firms —one which celebrates its 80th anniversary in August and occupies its own five-story building in the heart of the city's business section —Mr. Clark believes his company possibly has set a "world's record" for length of time and regularity in commercial radio broadcasting.

For 15 years the Clark Music Co. has delivered via radio its advertising message to Central New York listeners, beginning in 1922 when a special wire carried programs to WGY, Schenectady, a distance of 130 miles.

Mr. Clark himself was the featured instrumentalist in these early days of the institution's radio activities. Later programs were presented over a New York State chain, including Rochester, Buffalo, Syracuse and Albany stations.

#### A Pioneer Broadcaster

Seeing possibilities in broadcasting, he encouraged the founding of WSYR, then a 100-watt local in Syracuse. This more than trebled the number of programs produced by the Clark company. Activities were expanded to include daily shows over the local station. Recordings, amateur shows, and instrumental groups comprised much of the material fed to WSYR during its regime as a local station.

Many of the world's leading musicians visiting Syracuse were introduced to the radio audience as guests on the Clark programs. The company's own studios were, and still are, always open to visiting masters; and WSYR engineers had little difficulty in making rapid arrangements for such special programs.

When WSYR affiliated with NBC in 1932 and later when it stepped up power to 1,000 watts, the Clark company kept pace by building a new broadcasting studio in its building and continuing to feed local programs.

Now using weekly quarter-hour programs on each of Syracuse's two stations, Clark Music Co. has averaged three programs a week during its 15 consecutive years on the air, advertising pianos, stringed instruments, band instruments, organs, harps, radios, and various types of electrical appliances.

"I am a firm believer in regular radio advertising," Mr. Clark concludes as his organization prepares for its 80th anniversary celebration, "and I have every intention of continuing my advertising policy."

## Skinner Adding

SKINNER Mfg. Co., Omaha (raisin bran), on July 11 started *Rare Bits of News*, quarter-hour six-weekly live show, on KGNC, Amarillo, Tex. The show was begun recently on WHO, Des Moines, and WOC, Davenport. H. W. Kastor & Sons Adv. Co., Chicago, is agency.

## New Tulsa Local

A NEW local station in Tulsa, Okla. was authorized by the FCC in a decision made public July 1, to be effective July 8. It will be known as KTFL and will operate with 250 watts daytime on 1310 kc. The licensee will be Harry Schwartz, president of the Tulsa Federation of Labor and business manager of its monthly publication, the *Unionist Journal*.

## Dr. Ross Rhyme Spots

DR. ROSS DOG & CAT FOOD Co., Los Alamitos, Cal., thru Howard Ray Adv. Agency, Los Angeles, on July 11 started thrice-weekly spot announcements in rhyme on KALE, Portland, and KJBS, San Francisco. Firm is also using similar weekly spot announcements on KGB, San Diego; five time signals daily on KFAC, Los Angeles, and daily five minute programs on KIEV, Glendale, Cal. Sponsor will increase its radio regionally with an early fall campaign.

THE Western Association of Broadcasters, unit of the Canadian Association of Broadcasters, will hold its annual convention Aug. 8-9, at Banff, Alberta, with Gordon Love, CFCN, Calgary, president, presiding. Harry Sedgwick, CFRB, Toronto, president of CAB, will attend.

Decker in *The New Yorker*

## Avalon to Sign

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), has added KPO, San Francisco, to the stations broadcasting *Plantation Party*, half-hour transcribed program now heard weekly on KNX KOMO KOA KOIN KHQ KSL. The program is broadcast live on WLW and WGN, Saturday, 9:30-10 p. m., and it is understood it will be expanded nationally. Russell M. Seeds & Co., Chicago, is agency.

# WHAT RADIO LISTENERS LIKE

### Grownups Prefer News, Comedians and Weather; Youths Want Comedians, Popular Music

A STUDY of Kansas radio listening, covering city, small town and rural homes, has just been completed by H. B. Summers, of Kansas State College, who recently made a similar survey in Iowa which covered only rural homes.

Radio sets are in use a longer time each day in farm homes than in towns, the Kansas survey indicated. It was shown that although men do more listening at night, of necessity, than in the daytime, the total hours women listen in daytime is greater then the number spent listening at night. Both farm and town men report rather heavy afternoon listening.

In rating programs, it was found that city men prefer news broadcasts, comedians, popular music, sports, old-time music, man-on-street, weather, religious and talks in that order. In smaller towns they prefer news, comedians, weather, old-time music, sports, talks, popular music, religious music and man-on-street in that order. On farms the order is news, weather, market, old-time music, comedians, man-on-street, sports, talks, popular music, religious music. At the bottom of the lists are military bands, complete drama, classical music, serial dramas, market reports and talks on farming.

#### What Women Like

Women, on the other hand, like different types of programs. City women prefer news, comedians, popular music, serial drama, religious music, classical music, old-time music, talks, man-on-street, complete drama. In smaller towns, women like news, religious music, comedians, serial drama, weather, popular music, old-time music, man-on-street, complete drama, military bands. On farms they like news, weather, comedians, serial drama, old-time music, religious music, man-on-street, popular music, complete drama, military bands.

"Teen age boys and girls show a different sort of taste, all placing comedians and popular music in either first or second place. In larger towns, boys like their programs in this order: Comedians, popular music, news, sports, complete drama, serial drama, man-on-street, military bands, talks. In smaller towns the order is comedians, popular music, news, serial drama, sports, complete drama, military bands, man-on-street, old-time music, classical music; on farms the order is comedians, popular music, news, sports, old-time music, man-on-street, serial drama, complete drama, military bands, weather.

City girls like popular music, comedians, serial drama, complete drama, man-on-street, news, classical music, religious music, sports. Small-town girls prefer comedians, popular music, complete drama, serial drama, news, military bands, old-time music, man-on-street, classical music. On farms their tastes run to popular music, comedians, serial drama, complete drama, man-on-street, news, old-time music, military bands, religious music.

As in Prof. Summers' Iowa rural survey, radio is shown to be the first choice as a source of news. The survey reveals that 45.8% of Kansas listeners depend most on radio for important national news; 31.7% depend most on newspapers; 22.5% make no choice.

# Radio Is Exempted From Tax on News

### Industry Accorded Privilege Previously Given Press

THE broadcast industry, under the Revenue Act of 1938, will gain the same sales tax exemptions accorded to newspapers since 1932 on telephone, telegraph and cable charges for news collection and dissemination,. the Bureau of Internal Revenue has advised BROADCASTING. Radio is placed on an equal basis with newspapers under provisions of the 1938 Act amending Regulations 42, the Bureau declared, and is now eligible for exemption from the sales taxes heretofore levied on tolls for news broadcast copy, as of July 1, 1938.

The Internal Revenue Bureau could make no estimate on the amount of taxes involved, but taxable tolls range from flat rates of 10 to 20 cents on telephone calls and 10 cents on cables and radiograms, to 5% on telegrams under Regulations 42.

#### Specific Requirements

The Bureau pointed out that exemptions would be allowed only "provided the charge for such services is billed in writing to the person paying for the services". This precludes most messages from "volunteer correspondents" and calls for assurances that such dispatches are bona fide news material from an accredited correspondent.

Sec. 708 of the 1938 Revenue Act, amending Sec. 701 (b) of the 1932 Act, says in part:

"No tax shall be imposed under this section upon any payment received for services or facilities furnished to the United States or to any State or Territory, or political subdivision thereof, or the District of Columbia, nor upon any payment received from any person for services or facilities utilized in the collection of news for the public press or radio broadcasting, or in the dissemination of news through the public press or by means of radio broadcasting, if the charge for such services or facilities is billed in writing to such person."

At hearings before the House Ways & Means Committee last January, while the Committee was considering the 1938 Act, Herbert Moore, president of Transradio Press Service, urged amendment of Regulations 42 on the ground that the law as it stood discriminated against organizations gathering and distributing news primarily for radio broadcasts [BROADCASTING, March 15].

## Ice Cream Test

THE Dairy Merchandising Council of San Joaquin Valley with headquarters at Fresno, Calif., recently adopted a slogan, "Eat Ice Cream and Grow Beautiful" and is carrying out a test campaign on five California stations. The Council made 52 transcriptions, which run from one to five minutes in length and has placed them on KERN, KMJ, KWG, KFBK and KTKC for the summer. Thomas Adv. Agency has the account.

# THEY ASKED 66,663 FAMILIES AND GOT ONE BIG ANSWER...

# *WBBM IS* FIRST *IN CHICAGO*

It was a survey—and what a survey!

66,663 coincidental telephone interviews conducted by CROSSLEY, INC., morning, afternoon, and night during the week of April 3-9... *the largest study of radio listening ever made in the Chicago market.*

And the answers—those answers that represent the listening habits of millions of other midwest listeners—all add up to the same *big answer:* WBBM is FIRST in Chicago.

**FIRST** all week long in *total* audience.

**FIRST** in number of first-places (by half-hour periods) throughout the week, with *29.5% more "firsts" than any other station.*

**FIRST** in number of *daytime* first-places, with *57.8% more daytime first-place mentions than any other station.*

**FIRST** in number of *local program* "firsts," with twice as many local programs receiving first-place mention as any other station.

All of which proves what Chicago advertisers and dealers have always known . . . that WBBM is

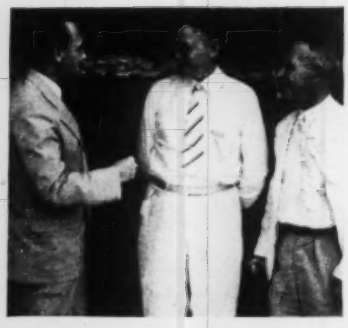
**FIRST** in *value* for advertisers, for WBBM's leadership means *lowest cost per listener . . . per buyer . . .* in the nation's second largest market.

# WBBM

*A CBS KEY STATION*

**50,000 WATTS • CHICAGO**

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco.



THE PUNCH of Phil Loucks' (left) yarn must have interested W. Walter Tison (center), president of WFLA, Tampa, and Lucian Boggs (right), attorney for the Florida Association of Broadcasters in the ASCAP case. They were snapped during the joint meeting of the Florida association and the Southeastern District of the NAB at Ponte Vedra, Fla., June 25-26. Mr. Tison was reelected president of FAB for a second term. Mr. Loucks addressed the joint group in connection with reorganized NAB activities, having committed himself to such an address before he retired last month as special counsel for the NAB during its reorganization. FAB adopted a number of resolutions including one expressing its determination to fight through its anti-ASCAP law. It also adopted a resolution welcoming to Florida Harry Shaw, former NAB president and former owner of WMT, Waterloo, Ia., who is recuperating in Sarasota from a severe illness.

## Public Domain Clearing Of Music by WPA Urged By Florida Broadcasters

USE of WPA "white collar workers" in clearing of public domain music held by the U. S. Copyright Office is being fostered by the Florida Association of Broadcasters, in collaboration with Rep. Peterson (D-Fla.)

W. Walter Tison, president of the Florida association and advocate of a public domain music reservoir, undertook the study and the association at a meeting in Ponte Vedra Beach last month adopted a resolution to that end. The resolution brought out that there are some 500,000 music selections and that not more than half are copyrights still in force. The proposal is that the director of WPA projects be asked to consider the expansion of the Library of Congress by setting up a permanent department handling music in the public domain.

All numbers found in the public domain and so arranged would become the property of the Library of Congress and available to the general public, either by copying or photostating it at user's expense. For this project, it was suggested there be assigned regular employment for musicians and arrangers who qualify for the work. A nationwide research bureau would be maintained which would have the privilege of assigning musicians in every section of the country to make a study of folk songs, their origin and to determine whether such numbers should be credited to the public domain.

## GOOD-WILL FOR TRANSIT FIRM

### Cleveland Railway Uses New Local Talent for Successful Promotional Campaign

By KARL B. MICKEY
Director of Public Relations
Cleveland Railway Co.

BECAUSE an official of WHK-WCLE remarked that there was a good deal of professional talent in the Cleveland area which never had a chance to get on the air, a new program idea was born. The idea was *New Names*, the railway's public relations program, which broadcast over WHK, effectively promoted good-will and aroused great interest in new talent in Greater Cleveland.

On April 1, 1937, Cleveland Railway Co. began to use radio to promote good-will. The program consisted of a 24-voice male chorus under the direction of Charles D. Dawe, director of the Orpheus Chorus. About half the group was selected from his chorus, the other half from employes of the railway company. Even though the programs were interesting, and progressed with remarkable smoothness, there was nothing outstanding about them, and particularly, there was nothing new in the idea.

Late in the fall a chance conversation with the program director of WHK brought out the fact that there was a good deal of fine talent in Cleveland, talent which had no regular place on the air, and he believed that this talent could be used to the advantage of a sponsor. With WHK officials we conducted auditions, and found we could develop a program with excellent talent.

#### A Wide Following

On Jan. 5 this year the new series was started. We selected Pinky Hunter and his orchestra, a popular local band of 12 pieces. For about ten years Hunter had announced his own programs from various remote dance spots, and so we chose him as master of ceremonies for *New Names*.

We decided to place five acts on the program and change all of the acts each week. After a few weeks, audience response indicated that we should invite one act to return to the show. This act was the one which received the most audience recognition. The general set-up has been followed since the inauguration of the show. Telephone checks on the program have been made each week by a Cleveland market research organization, and these show a very satisfactory interest on the part of the listening audience. Throughout the entire season the WHK produced program has been in competition with the strongest major network shows.

The talent for these broadcasts is limited to musicians and singers. About half of the artists are entertainers who work professionally in and around Cleveland. Many others are students in schools or conservatories who have appeared before audiences in recitals. There are only two requirements, one, that the person be comparatively new to Cleveland radio, and the other, that he or she must be able to give a performance of good quality. The program director of WHK and a representative of the company hold auditions immediately after the broadcast each week and keep a list of talent sufficient for five future broadcasts.

During the program each artist is given 3½ minutes for his performance. The orchestra fills in the gaps and provides background music when desired. There are two "commercials" — when announcements about service and other matters concerning the company's business are made, and these are limited to a total of two minutes. The concluding announcement has carried the weather report which was tied in with an admonition to drive carefully, or in cases of extremely bad weather, to ride the street cars.

#### Good-Will Achieved

The studio audience is limited to about 100 and there is no applause. Letters of commendation are requested as encouragement to the performers, and the one receiving the highest number of letters gets a return engagement. Five dollars is paid each performer, or in the case of a group each member receives five dollars. Two of the artists who have appeared on *New Names* have risen above the ranks of the occasional performer.

*New Names* and WHK have benefited by the amount of advertising given the program through dash cards, car cards, and the leaflet, *All Aboard*, distributed each week by the railway. A three-inch advertisement has also been placed in each of the Cleveland newspapers on the day of the broadcast. We feel that this advertising has called attention to the program, and to the artists who have been heard on the program.

I feel that there is still room for improvement of this program and it is my intention to continue experimenting until I am satisfied it is producing the best possible results. Certainly the expenditures made thus far have been a good investment for Cleveland Railway Co. *New Names* has brought the company tangible evidences of increased good-will.

THE 700,000th visitor at the July 2 broadcast of the *National Barn Dance* on WLS, Chicago, was awarded a radio receiving set.

## 11th NAB District Backs New Regime

### Legislative, Superpower and Other Issues Discussed

BROADCASTERS of NAB's 11th district, comprising Minnesota, North Dakota and South Dakota, met in Minneapolis July 7, with Earl H. Gammons, general manager of WCCO and director of the NAB for that district, presiding. The meeting was held in the WCCO offices.

Nearly 100% membership in the NAB was boasted by the district when two new members were welcomed. They were Fred Schilpin Jr., KFAM, St. Cloud, Minn., which went on the air in latter June, and Robert Kaufman, manager of KYSM, Mankato, Minn., which took the air July 7.

All members of the 11th district expressed themselves as highly pleased with the activities of the reorganized NAB. They endorsed the election of Neville Miller as president, and went on record as feeling a life-long indebtedness to Mark Ethridge for his work as president from the time of the reorganization until July 1, when he was succeeded by Miller.

#### Legislative Matters

Other matters discussed included legislative questions, the proposed bills before Congress, the high-power hearing and the matter of copyrights and license fees. Jerry King, of Standard Radio, Hollywood, was a guest and discussed the problems connected with the presentation of transcriptions and recordings.

A special meeting of the independent broadcasters of the district was conducted by Gregory Gentling of KROC, Rochester, Minn., who served on the committee of that group in dealing with the AFM. In the afternoon the meeting adjourned to Stillwater, Minn., where they were guests for dinner on the yacht of Stanley Hubbard, vice-president and general manager of KSTP.

KGGM, Albuquerque, which joins CBS Sept. 1 as a member of the Mountain Group, will be available individually with that group of the Pacific Coast group, and network rates will be night hour, $125, day hour, $63.

STATION executives from Minnesota, North Dakota and South Dakota gathered in Minneapolis July 7, for the 11th NAB district meeting. (l. to r.): Edward Hoffman, WMIN, St. Paul; Earl H. Gammons, WCCO, Minneapolis and director of the 11th district; Max White, KWNO, Winona, Minn.; Stanley Hubbard, KSTP, St. Paul; Edgar L. Hayek, mayor of Albert Lea, Minn., and owner of KATE; C. T. Hagman, WTCN, Minneapolis. Standing: Robert Dean, KOBH, Rapid City, S. D.; George Harshfield, KOBH; Jerry King, Standard Radio; John McCormick, Assistant manager, WCCO; George Bairey, KFAM, St. Cloud, Minn.; Fred Schilpin Jr., KFAM; Bob Kaufman, KYSM, Mankato, Minn.; Gregory Gentling, KROC, Rochester, Minn.; Hugh McCartney, chief engineer, WCCO, Minneapolis; Ted Matthews, WNAX, Yankton, S. D.; Phil J. Meyer, KFYR, Bismarck, N. D. Present but not in the picture, were Dr. George W. Young, WDGY, Minneapolis; S. C. Fantle Jr., KSOO, Sioux Falls, S. Dak., and W. C. Bridges, WEBC, Duluth.

# NOW AVAILABLE FOR LOCAL PROGRAMS

## For The First Time!

# Smilin' Ed McConnell

## Local Advertisers Can Now Compete With Network Programs

No gamble—no risk—no guesswork—here is a radio program of known and proven use for local advertisers. A network star—still going strong on the networks—whose amazing sales ability may be applied to a local advertiser's sales effort.

## 65 Programs Now Available

We offer, exclusively, to local radio stations, advertising agencies, or advertisers, a series of 65 fifteen-minute transcribed radio programs entitled: "Hymn Time With Smilin' Ed McConnell."

In conjunction with Smilin' Ed's program we will supply the local advertiser who uses this transcribed series, with Smilin' Ed McConnell's "Book of Hymns," containing pictures of Smilin' Ed and his family. The price of these is so low they can in many cases be given away free.

## RUSH This Inquiry Coupon

This is a *FIRST* offering—available *exclusively* to the *first* advertiser in each locality that accepts. Rush this coupon for descriptive circular and free copy of Smilin' Ed's Hymn Book.

**MID-WEST RECORDINGS, Inc.**
24 South 7th Street
Minneapolis, Minn.

Rush me descriptive circular about your Smilin' Ed McConnell recordings and free copy of the Smilin' Ed Hymn Book.

*Name* _____

*Firm Name* _____

*Address* _____

*City* _____ *State* _____

## Smilin' Ed's Audience Numbers in the Millions

Everybody knows genial, lovable Smilin' Ed McConnell, star of the radio networks for many years, and scheduled for his seventh year (1938-39) of chain broadcasting for the same sponsor. His radio following numbers into the millions, and he has sold even more millions of dollars worth of merchandise for his sponsors. That is why he commands one of the biggest salaries in the field of radio.

**MID-WEST RECORDINGS, Inc.** 24 So. 7th Street Minneapolis, Minn.

## Government Seeks A Central Studio

### But Talk of a Big Propaganda Board Is Declared False

EFFORTS are being made to bring about better cooperation between broadcasters and the Government in programing radio addresses by Government spokesmen, but no move is afoot to set up any central agency of propaganda to spread information on government activities, according to Lowell Mellett, director of the National Emergency Council.

Commenting on reports that President Roosevelt has authorized a study looking toward creation of a division of radio and motion pictures in the NEC, Director Mellett declared that to his knowledge the idea resulted from a luncheon discussion between himself and a broadcasting company executive and that the President had not discussed the matter with him.

The broadcaster, Mr. Mellett said, had declared that the industry had no "kick" about subjects or the amount of time granted to Government officials on the radio, but that mutual benefits would result to both if something were done to bring about better programming of officials' radio appearances. Several times, he pointed out, as many as three speakers have appeared on consecutive periods, with a consequent loss of listener interest.

Mr. Mellett said he was passing on the suggestion to officials in the various departments, but added that he "would hardly call this a study". He said that he thought some plan might be worked out wherein a division would be set up, either in NEC or somewhere else in the governmental organization, to coordinate the Government's broadcast activities.

Mr. Mellett said he understood the new radio studios in the Interior Department building would be used only to originate programs fed to networks. The question of Government shortwave broadcasts to Latin America to offset European propaganda broadcasts does not enter into the present picture, he declared.

### Pinex Fall Series

PINEX Co., Ft. Worth, Ind. (cough remedy), will start a national fall campaign of live and transcribed programs on approximately 100 stations. In the Midwest, quarter-hour five-weekly live shows using local talent and 30-minute Saturday evening live shows will be broadcast on WLS WLW KMOX WCCO and other stations yet to be chosen. In the East quarter-hour transcriptions of novelty program titled *Pinex Merrymakers* will be aired five times weekly on KDKA WJSV WBZ WWVA WHK WJR and other stations to be announced shortly. In the South and Southwest stations will broadcast four and five announcements daily. Russell M. Seeds, Chicago, is agency.

HEMPHILL Diesel Engineering Schools, Glendale, Cal., a consistent user of radio time, will use that medium in national fall campaign now being planned. R. H. Alber Co., Los Angeles, has the account.

# Guestitorial

## PLEASING NEWSPAPER EDITORS

By LARRY SHERWOOD
General Manager, KCMO, Kansas City

GIVE the listener what he wants.

This is the first of every radio manager's ten commandments. Sometimes that one rule is his entire decalogue.

Now let's turn our attention to newspaper publicity. Furthermore, let's assume the situation which prevails, I believe in the majority of broadcasting company offices! That is, the station has no direct connection with any newspaper. What does the radio executive do—seeking newspaper publicity?

Already nursing a grouch at the editor because of past irritations, the radio manager decides to shove another piece of copy at him, prepared along the same old lines and directed by the same old policy which has met rejection or very slight acceptance by the editor, time and again.

Yes, sir: Mr. Radio Manager says to himself, he says: "I want what I want in that old newspaper, and I want it just the way I want it. And if that gol-durned editor doesn't care to print it my way, by - - - -"

Take him off the air!

**Catching the Editor's Eye**

Why not try this listener decalogue on the editor? To catch and hold the listener, we give him what he wants; but to catch the editor's eye and win from him some of his news space, we give him what he doesn't want. We rush at him at his busiest hour and then raise ned if he doesn't publish it.

Just incidentally, how many station managers give "plugs" to the newspapers? Yes, whether requested or not. Well, "my friends", just for fun, let's check all the "plugs" we have given the editor against all the free space we have tried to wangle out of him. Go further. Let's check the figurative value of the "free space" he has given us against what would be our time charge for whatever "plugs" we have given him—and see where the balance stands.

Oh, sure, we know all about the old gag "for further details, read your daily newspapers." Does any radio station, anywhere, ever tie in the local editor's newspaper with that news sign-off? Let's try it some time, just as a sort of advance goodwill gesture before we try to grab a lot of news space on one of our colossal, self-promotional radio publicity releases.

After accumulated frustration, is he seeking the best publicity man he can hire? No! He is hunting the cheapest he can find whom he hopes can produce the desired results.

With that "infallible" test—cheapness—as perhaps the final deciding factor, does the boss hire himself a keen news man, who knows all the ropes of the newspaper busines, who knows his way around in all aspects of public contact work?

Now, this young hopeful, trying to grab himself a hold in the radio world, or perhaps anywhere in the business world, takes upon himself the responsibility of trying to cram down the editor's sore throat what the boss wants. He had better try it or get fired! Well, he does have a little more success than the boss achieved with his policy of trying to make the editor like the station's wrongly guided publicity copy.

So this new publicity man enjoys a little more success—because he keeps at the particular task doggedly. Whereas, the boss, in former days, being his own publicity man, jumped into that job only by impulse, or whenever particularly inspired by some special desire to get himself some juicy newspaper space because it would help him sew up an advertising client he was trying to steal from the newspaper whose free space he was trying to grab to help him do that little thing.

The boss is lenient for a time—give the boy a chance—and then begins to eat him down because he doesn't make the editor print just what the boss wants printed in the way he wants it printed—pictures of himself and all. So the publicity man, if he has the gumption, quits. If he doesn't have what it takes, he stays on the job and takes it from the boss.

If he is adaptable, the station staff begins to use him as a common dumping ground. Correspondence with soreheads—sure, he's the publicity man; let him handle this. Meeting pests the program director doesn't want to meet—sure, that's a part of the public relations job. A job of continuity is needed in a hurry—everybody else busy—hey, you, publicity man! Knock out a 200-word announcement from these eighteen pamphlets, will you? Speaker wanted—sure, send the publicity man out to that Botheration Club. Somebody needed to patch up a little difficulty with Mr. Unsteady Advertiser—certainly, that publicity man, he's just the guy. Mr. Unsteady doesn't know him, yet, and he gives our hero a good cussing out and then he feels better, and we will follow up by a call from the advertising department and will sign up for ten more 25-word announcements.

At the end of 17 months and 2½ weeks, the boss suddenly decides to check up on newspaper space this new publicity man has been getting. My gosh! Only three items this week.

Say, I'm going to fire that bum!

Logically, why don't station managers try to accord the newspaper editor the same consideration they give the radio listener?

Now it stands to reason, doesn't it, if we want a good job of newspaper publicity done, we ought to hire a good newspaper man and give him some authority? Yes, authority even to the extent of pinpricking our own conceit and revising the publicity policy to "play up" what the reader wants to read—and not what we want to force the reader to look at. Further, it seems to me if we want to force a good job of direct mailing done, we ought to engage a direct mail agency. At least, not dump that task—among a hundred other odds and ends—on the publicity director's head.

Let's conclude with one bit of advice, already hinted, on how to obtain station publicity. That advice is: Let's give the same considerate attention to the wishes of the editor—or the other party in authority over the publicity medium, whatever it may be—the same considerate attention that we radio station directors give to the whims and fancies of our ever-beloved listener.

And if it's a good job of publicity work the station wants done, let's hire a good man and let him do it. Then see that he gives Mr. Editor something besides typewritten words on a piece of white paper.

WHILE the microphone frequently goes into lower courts, here is a State Supreme Court, Montana's highest tribunal, in action while KGIR, Butte, and KPFA, Helena, pick up the proceedings for the public. The broadcast was recorded by KGIR and sent to other Montana stations. The first broadcast from the Governor's mansion took place June 30, with KGIR-KPFA again acting as pioneers.

### Psychiana to Go East

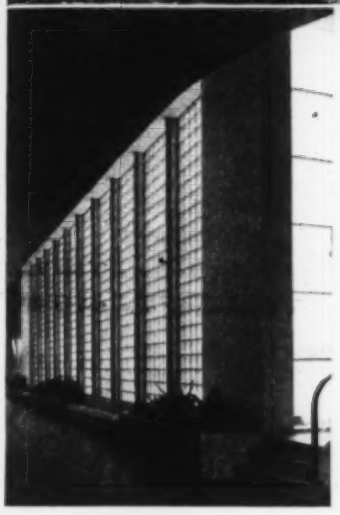
PREPARING TO lecture in eastern cities this fall, Dr. Frank B. Robinson, of Moscow, Idaho, founder of Psychiana, is now presenting his transcribed sermons Sunday mornings on 24 stations in the Pacific Coast network of the Mutual-Don Lee Broadcasting System and 10 other stations in central and western United States and Honolulu. The account is placed by Izzard Co., Seattle. Stations now carrying the Psychiana programs include KHJ KFRC KOL KMO KALE KVOS KPQ KIT KGY KELA KSLM KORE KIEM KDB KGOM KPON KPMG KFXM KVOE KXO KGB KQW KRNR KXRO.

### WIS Seeks Booster

WIS, Columbia, S. C., on July 1 filed with the FCC an application for special experimental authorization for a satellite station to be operated on its 560 kc. frequency with 10 to 100 watts power, at Sumter, S. C., on a synchronized basis, and during regular broadcast hours. A similar application filed by WFBR, Baltimore, for a booster at Frederick, Md., now is pending before the Commission.

GLADSTONE MURRAY, general manager of the CBC, has announced formation of a national advisory council on religious broadcasts to start work in October.

**A HALF-MILLION** dollars was spent by General Electric Co. in modernizing the plant and studios of WGY in Schenectady, which were dedicated July 9. Above are members of the WGY staff on the steps of the new studio building. At left is a peek at the exterior and at lower left is the corridor. Staff members above are: Front row (l to r) Robert Wilbur, Ione VanDenplas, Madeline Neff, Kolin Hager (manager), Caroline Osan, Elizabeth Foy, Elizabeth King; second row, Howard Tupper, Silvio Caranchini, Bernard Cruger, Raymond Strong, Peter Narkon, W. T. Meenam, Alan Taylor, Chester Vedder; third row, Albert Knapp, Thomas Martin, Paul Fritchel, Virgil Hasche, Robert Elliott, John Howe, Kenneth Durkee; fourth row, Horton Mosher, Howard Wheeler, Philip Brook, W. J. Purcell, Paul Adanti, J. Chester Rudowski; back row, Alexander MacDonald, Radcliffe Hall; missing, A. O. Coggeshall.



## Special Hookup in Texas For President on Tour

A SPECIAL hookup of 31 Texas stations, keyed from KFJZ, Fort Worth, carried an extemporaneous speech by President Roosevelt June 10 from the lawn of his son Elliott's ranch home near that city while the Chief Executive was visiting there on his current tour. The station is owned by Mrs. Elliott Roosevelt, who recently purchased it. Radio men with the President on his tour are: NBC, Carleton Smith, presidential announcer, and A. E. Johnson, Washington chief engineer, and Keith Williams of his staff; for CBS, Bob Trout covered Marietta and Covington, with Charles Daly handling the rest of the announcing assignment, aided by Clyde Hunt, Washington chief engineer, and Stanford Rose, engineer. In making his bow as a presidential announcer, Daly was forced to ad lib 20 minutes at Oklahoma City while waiting for the Chief Executive to appear.

DUCKS UNLIMITED, Winnipeg, has started sponsorship of talks by its officers and staff members on CJRC, Winnipeg; CJRM, Regina, and CJGX, Yorkton. The programs are heard Wednesday evenings in the interests of conservation of hunting facilities. Other Canadian stations may be added later.

## *Dedication of Modern Plant by WGY Extols Notable Events in Radio History*

WGY's streamlined, modernistic studio building, the final unit in a half-million dollar modernization program of General Electric Co., was officially dedicated July 9 in a coast-to-coast Red Network broadcast over NBC, which manages the Schenectady 50,000 watter.

Two days of ceremonies were brought to a climax with the evening program during which Owen D. Young, chairman of the board of General Electric, and Lenox R. Lohr, NBC president, spoke. Dr. Frank Black, NBC's musical director, came from New York to direct the augmented WGY house orchestra. The soloists were Doris Doe, contralto, and Thomas Thoms, baritone. The *Tune Twisters* presented two novelty numbers.

One of the features of the program was a dramalogue *WGY Through the Years*, in the course of which a rapid recital was made of some of the Schenectady station's achievements in the last 16 years. Rosaline Greene, a WGY graduate, came back to her alma mater and took part in the dramalogue which was directed by Radcliffe Hall and Waldo Pooler, the latter a WTAM production man who was formerly with WGY. Frank Singiser, Clyde Kittell, Louis Dean and William Fay, all former WGY announcers, also contributed to the program.

Earlier, WGY offered a unique broadcast to the network. At 12:45 p. m. Giulio Marconi, son of the inventor, sent the Morse letter "S" from Rome, Italy. The signal was sent as part of a tribute to Guglielmo Marconi, commemorating his success in receiving the first trans-Atlantic signal at Signal Hill, St. John's, Newfoundland, on Dec. 9, 1901. Replicas of the original Marconi receiver and one of his earliest transmitters were exhibited by WGY. Dr. E. F. W. Alexanderson, consulting engineer of General Electric, sent greetings to Giulio Marconi, and the young man responded briefly in acknowledging appreciation of the tribute to his father. The WGY players presented a brief dramatic sketch written around the Marconi trans-Atlantic reception.

Prior to the broadcast, 2,000 Schenectady children joined in a picturesque carnival parade under the sponsorship of the Schenectady Chamber of Commerce in recognition of WGY's years of service as unofficial ambassador of the city. The children were arrayed in Mardi Gras costume. In addition national groups appeared in the costumes of Czechoslovakia, Poland, Norway and Italy. Many large papier mache giant heads added a touch of carnival to the parade.

**Mr. Hager**

Friday afternoon WGY entertained newspapermen, advertising clients and agency men with a preview of the studio building and a visit to the South Schenectady transmitter plant.

## Dunkel's Football Forecasts

DICK DUNKEL, former Benton & Bowles time buyer, who resigned recently to devote most of his time to his Football Forecasting System, has opened an office in New York City at 11 W. 42nd St. Transradio Press Service Inc., sole agent for Dunkel's System, has issued a 12-page promotional piece explaining the highly successful gridiron predictions perfected by the former agency man. Atlantic Refining Co. has used Dunkel's service for the last three years and plans to use it in 1938.

## Sail on *Normandie*

AMONG passengers on the 100th Atlantic crossing of the *S. S. Normandie*, sailing from New York July 13, were William S. Paley, CBS president, and Mrs. Paley; Lawrence W. Lowman, CBS vice-president, and Mrs. Lowman; Clayland T. Morgan, NBC director of public relations, and Mrs. Morgan.

## *NEW WRIGLEY SHOW OPENS FALL DRIVE*

WM. WRIGLEY JR. Co., Chicago (Doublemint), on July 10 started *The Laugh Liner*, a half-hour Sunday evening variety show featuring Billy House on a CBS network of 112 stations. Originating in Chicago, the series will be aired 5:30-6 p. m. (CDST) and will include the orchestra of Carl Hohengarten with Jack Fulton, tenor. It is understood that the show has been signed for 52 weeks.

The *Scattergood Baines* series (Wrigley's Spearmint gum) on July 4 moved from Hollywood to Chicago for five weekly quarter-hour programs on 30 CBS stations. Nineteen stations have been added to the seven CBS Pacific Coast stations broadcasting the series and on July 18 four stations will cancel while eight New England CBS stations will be added. The series is aired from 10:15-10:30 a. m., (CDST) with a rebroadcast at 2:30-2:45 p. m.

On July 1 the Wrigley firm concluded sponsorship of *Just Entertainment*, a five-weekly quarter-hour variety show on 50 CBS stations, but has retained an option on the 10-10:15 p. m. period and may return in the fall.

As a merchandising tie-in with *Scattergood Baines*, local retailers of Wrigley's Spearmint gum are given elaborate "sponsorship certificates" which indicate that they "are making this radio entertainment possible through serving the public by keeping Wrigley's gum well displayed." Local merchants are also wearing Wrigley lapel emblems stating that they are "local Wrigley sponsors of *Scattergood Baines*".

Agency for *The Laugh Liner*, which was written by Hugh Wedlock and Howard Snyder, is Frances Hopper, Chicago. Neisser-Meyerhoff, Chicago, is agency for the *Scattergood Baines* series.

## McDermott Leaves KFH

C. B. McDERMOTT, has resigned as general manager of KFH, Wichita, Kan., and has returned to Chicago to manage his family estate of which he is executor. Mr. McDermott's successor at KFH has not been named.

## Copyrights Considered At Annual IBU Session

INTERNATIONAL Broadcasting Union, at its 14th annual summer session, concluded June 29 at Ouchy, France, discussed broadcasting exploitation of authors' and actors' rights and made plans for a fall meeting of a special committee to consider the problem of international protection for artists, and to fight nonauthorized recording of broadcasts for public sale.

The IBU technical committee also ordered preparation for the European broadcasting conference to be held in Switzerland in February, 1939, to revise the Lucerne plan governing the distribution of frequencies to European broadcast stations. Following the suggestion of the Cairo conference, the judicial committee chairman was instructed to draw a memorandum pertaining to the shortwave broadcasting situation, anticipating a world conferenec .

## Copyright First Miller Project

(*Continued from Page 15*)

education project to which the NAB is pledged to contribute $83,000.

Present at the executive committee meetings in addition to Messrs. Miller and Ethridge were Philip G. Loucks, who served as special counsel during the NAB reorganization siege; Frank M. Russell, NBC Washington vice-president; Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore. Walter Damm, of WTMJ, Milwaukee, was kept away by an emergency, and Edwin M. Craig, WSM, Nashville, is in Europe.

### Meets Committee Heads

At an afternoon session July 7 Mr. Miller and the committee conferred with NAB committee chairmen. Present were Mr. Rosenbaum; Harry C. Wilder, WSYR, Syracuse, chairman of the accounting committee; John A. Kennedy, WCHS, Charleston, legislative chairman; John V. L. Hogan, WQXR, New York, engineering chairman.

Before arriving in Washington, Messrs. Miller and Ethridge held a luncheon meeting in New York June 30 with representatives of the major networks. Each network in turn pledged its support of the revitalized NAB and expressed confidence in the new organization and leadership. Copyright proved the major topic, and network spokesmen assured the NAB executives that nothing would be done regarding contract extensions with ASCAP without industry knowledge and cooperation. The concensus was that the strengthened organization is necessary for the industry and that common agreement on all industry problems was desirable. For CBS, Edward Klauber, executive vice-president, emphasized that a realistic approach is essential declaring that situations might develop wherein industry agreement is not possible within the NAB. Present at the luncheon conference were:

For NBC—President Lenox R. Lohr; Vice-Presidents Frank E. Mason, A. L. Ashby and William S. Hedges; Clayland Morgan, director of public relations, and Edward F. McGrady, RCA vice-president for labor relations. For CBS — Mr. Klauber, and Vice-Presidents Paul W. Kesten and Harry C. Butcher, and Assistant to the President Frederic A. Willis. For MBS—Theodore C. Streibert, vice-president, and vice-president of WOR, and Fred Weber, general manager.

Mr. Miller has taken a home in Washington. His family, comprising Mrs. Miller and four daughters, will move to the Capital after a vacation at Cape Cod.

The NAB president will make his debut in a public address in his new capacity on Aug. 18 when he will deliver the commencement address at Peabody College for Teachers, in Nashville.

### Court Procedure

Coincident with President Miller's pronouncement of an aggressive copyright program, activity continued unabated in other copyright fields. ASCAP, through counsel, has announced its intention of appealing from the June 28 opinion of the three-judge Federal court in Tacoma, Wash., throwing out its petition for a temporary injunction on the ground that it had failed to make a showing that the value of the matter in controversy exceeded $3,000, necessary for Federal jurisdiction. The merits of the Washington State law preventing ASCAP from doing business in the State unless it complies with the requirements for registering each composition and putting a price on it, were not discussed by the three-judge court.

If the Supreme Court sustains the lower court on the jurisdictional question, then ASCAP's only recourse is back to the Washington State courts.

In Florida, where ASCAP was granted a temporary injunction in April restraining the State from making its anti-ASCAP law effective, the proceeding has been reopened. Argument was heard July 11 by the special three-judge court at Pensacola on the motion of the State that the court's previous action restricting the Attorney General from instituting any prosecutions under the Florida statute is now void. Judge G. Couper Gibbs, present Attorney General of Florida, contended that the injunction issued against his predecessor, Carey D. Landis, became void with the latter's death, and should be vacated.

Litigation brought by ASCAP against State laws is still pending in both Montana and Nebraska. A decision is expected momentarily in the former case with the NAB raising the same question, lack of jurisdiction, as was raised in Washington.

THIS is the farmer who gets the cash
From raising the wheat that Kansas grows.

THIS is the cash that buys his needs—
Clothing, luxuries, equipment, seeds.

THIS is the station that farmers choose
For weather, markets, amusement, news.

**They like WIBW's neighbor-to-neighbor way of talking and have confidence in its recommendations. They've proved this loyalty by buying WIBW advertised products in the past.**

**Now, 839,770 Kansas farm homes are entering their second year of prosperity. Reach and sell this ready cash market by using the "most listened to" station in Kansas.**

**WIBW—"The Voice of Kansas"**

BEN LUDY, *Manager*

Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago
Kansas City, Mo.—San Francisco

Represented by
WALTER BIDDICK COMPANY
Los Angeles—San Francisco
Seattle

# 3RD MARKET IN THE WEST...

**KFBK** SACRAMENTO
*NBC—Red & Blue*
**KWG** STOCKTON
*NBC—Red & Blue*
**KMJ** FRESNO
*NBC—Red & Blue*
**KERN** BAKERSFIELD
*NBC—Red & Blue*
**KOH** RENO, NEVADA
*CBS*

## INNER CALIFORNIA RADIO LISTENERS PREFER THEIR "HOME" STATIONS OVER ALL OTHER STATIONS COMBINED!

CAREFUL phone-call checks show definitely that Inner California's radio families are loyal to their "home network" . . . the McCLATCHY chain. 80% are "regular listeners". You can NOT reach these BUYING people . . . can NOT cover this rich market adequately . . . with San Francisco or Los Angeles stations!

Here is a COMPETITION-PROOF audience for spot or network, day or night programs. McClatchy stations are the regular outlets for the NBC Red & Blue networks . . . providing the ONLY complete coverage of Inner California, one of the most lucrative trading areas in the entire nation! For a complete coverage of all California, use the California Radio System, which includes the McClatchy stations and popular station outlets in San Francisco, Los Angeles, Long Beach and Santa Barbara.

*Your* Pacific Coast radio programs can not do a complete job for you unless you really cover the Inner California market . . . its heart as far from San Francisco as Baltimore is from New York . . . not unless you actually reach the people of its key distributing centers: Sacramento, Fresno, Stockton and Bakersfield. All four are among the nation's leaders in per capita retail sales!

The McCLATCHY stations, owned and operated by the McCLATCHY Broadcasting Company . . . affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee . . . provide an unusual set-up for "TESTING" because of their isolation and exclusive coverage.

The McClatchy Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. For all marketing information concerning the important Inner California trading area, sales helps, etc., write or wire the McClatchy Broadcasting Company, Sacramento.

*Represented nationally by the* PAUL H. RAYMER COMPANY, New York, Chicago, Detroit, San Francisco

**McCLATCHY BROADCASTING COMPANY** SACRAMENTO CALIFORNIA
**California Radio System**

## CBS Men Win Honor

FOR THEIR series of broadcasts from Vienna during the Hitler putsch last month, William Shirer, continental European representative of CBS, and Edward R. Murrow, general European representative, are to be awarded the silver plaque of Atlantic City's National Headliners Club at its annual meeting July 16. Awards for outstanding journalistic achievements of the year, including newspaper, newsreel, magazine and radio feats, are made annually by the club. The Shirer-Murrow broadcasts were memorialized by CBS in a booklet titled *Vienna, March 1938.*

Mr. Murrow

NBC has started issuing its *Short Wave News* in printed form. The publication is distributed weekly in English, Portuguese and Spanish, to newspapers throughout the world.

## WHEN BANKS TURN TO RADIO

### Medium Offers Powerful Means of Promoting the Business of Finance Houses, Says Easton

"RADIO has vast possibilities for a great number of banks with the ingenuity and determination to use the medium to its best advantage," writes J. M. Easton, advertising manager of The Northern Trust Co., Chicago, in his article "Should Banks Use Radio Advertising" which appears in the July issue of *The Burroughs Clearing House.*

While not all banks are in a position to use radio successfully, Mr. Easton concedes, he believes that all banks with available stations in their vicinities might well canvass the possibilities of radio as a builder of business and goodwill.

Nearly 250 financial institutions used radio during the past year, Mr. Easton states, compared to 2,400 banks and trust companies representing the primary potential users, located in towns and cities having commercial broadcasting stations.

**Music in the Lead**

According to Mr. Easton, the three most frequently cited reasons why banks have used radio are: (1) It brings favorable attention to the institution; (2) it sells services, indirectly; (3) it provides the bank with an unusual opportunity to be articulate, human and friendly.

Analyzing the various types of bank broadcasts, Mr. Easton reports a preponderance of musical programs, with dramatic sketches and "talks" next in popularity, and spot announcements ranking third.

Banks on the whole have purchased radio intelligently and have used it well, Mr. Easton believes. "Quite uniformly," he maintains, "their programs have ranked high in character and originality. If there is any general criticism it might be that the medium in too many cases was cancelled out of the bank's advertising plans before its full benefits were derived. This has been due to a variety of reasons such as costs, competition on the air, impatience with results, and lack of unanimity in the institution regarding the program itself."

Speaking of his own institution's broadcasting experience of seven years, Mr. Easton declares: "Radio has proved an important medium for The Northern Trust Co. It has influenced large numbers of people to think well of the institution. It has given the bank a warm personality; a friendliness. It has widened its field of acquaintances. It has made bank personnel more conscious than ever of the kind of service customers have been told to expect. Its direct benefits are most intangible. Its power to develop good will has been proved."

## Baker Manages KGFW

WILLIAM E. BAKER, former California broadcaster, on July 1 became manager of KGFW, Kearney, Neb., succeeding Clark Standiford, part owner, who recently sold his half interest in the 100 watter to K. H. Dryden, one of the station's stockholders. KGFW will have a remote studio in Grand Island, Neb., with Harlew Hubbard, formerly of KWBG, Hutchinson, Kan., in charge. A new Collins 100-250 watt transmitter and speech input equipment are being installed.

## Bell-Ans Starts

BELL & Co., Orangeburg, N. Y. (Bell-Ans), has started a series of transcribed announcements five and six days a week on WFBR, Baltimore, and WICC, Bridgeport. About four other stations will be added, according to the agency, Anderson, Davis & Platt, New York.

## Chain-Monopoly Probe

(*Continued from Page 19*)

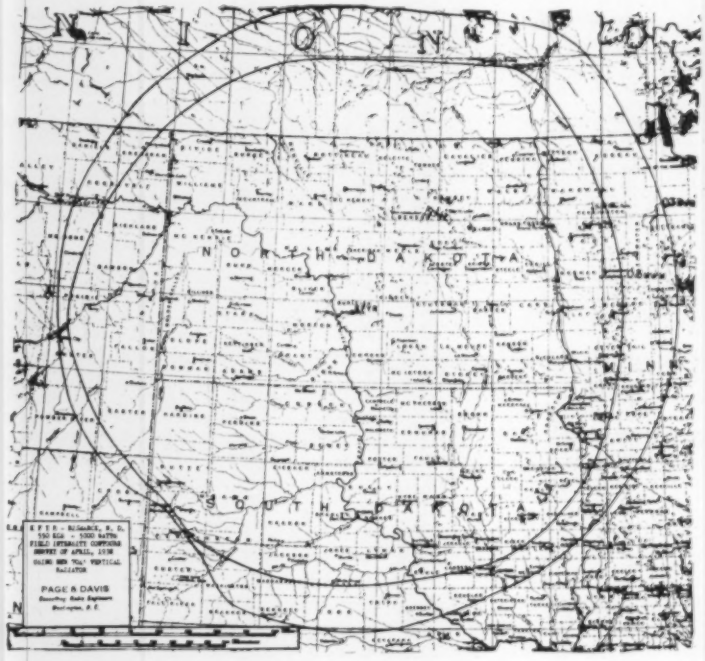
PWA administrator. He recently resigned as special counsel on those PWA cases now in litigation.

Mr. Dempsey attended grammar school in New York, and during his high school years resided in Oklahoma, when his father was an independent oil operator. He graduated from Georgetown University in 1927. While attending Georgetown University Law School at night he taught mathematics and physics at the University during the day. He received his law degree in 1931 but had been admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931 and joined the legal staff of BMT Corp., subway operators, handling utilities litigation and trial work.

In 1933 Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation, and now a member of the Securities & Exchange Commission. Mr. Dempsey is married and resides in Washington with his wife and three children, boys six and three, respectively, and a daughter of a year.


*Believe it or not*

KFYR with its new 704 ft. Vertical Radiator has 10.2% greater land area within its 0.5 mv/m contour than any other radio station in the United States regardless of size.




Write for the Full Story

KFYR

5000 Watts Day
1000 Watts Night

550 Kilocycles
NBC Affiliate

BISMARCK - NORTH DAKOTA

GENE FURGASON AND CO. - - National Representatives

## . . in this Billion Dollar Market

Summer brings an added and profitable crop of free spending customers to WTIC's consistently responsive billion dollar market. For this segment of Southern New England is a notably popular vacation center.

# WTIC

The Travelers Broadcasting Service Corporation •
Paul W. Morency, General Manager •
Representatives: Weed & Company •

WTIC can help you sell more goods because in Southern New England it rates:

**FIRST** In Listener Popularity by more than 2 to 1
In Number of Network Advertisers
In Number of National Spot Advertisers

*Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC Billion Dollar Market.*

**50,000 WATTS**
**HARTFORD, CONN.**

Member NBC Red Network and Yankee Network •
James F. Clancy, Business Manager •
New York Detroit Chicago San Francisco

# 30 millio

IN this pleasant season of lazy week-ends and delightful days beneath the all-healing sun, may we call your attention to the one great truth about World Broadcasting System.

It is this:

WORLD consistently does over 70% of all radio recording for national and regional advertisers. More than 500 of these wise radio buyers have invested over thirty million dollars in station time, to broadcast their WORLD-transcribed programs.

And there's a reason for this preference:

There are many companies now in the electrical transcription field. But WORLD alone has directed its *entire* effort and resources into every phase of radio recording. WORLD alone has devoted itself to the development of radio recording technique and method.

# lion dollars say we're

# RIGHT

Back of every WORLD transcription stands the world's leading sound research group, Bell Laboratories—and the world's largest manufacturer of sound equipment, Western Electric. WORLD is the only recording company whose *Vertical-Cut* transcriptions are produced exclusively on Western Electric equipment. When WORLD says that only *its* transcriptions are truly Wide Range, WORLD means it!

And remember this about WORLD leadership — 500 users — $30,000,000! Proof enough that WORLD'S insistence on quality first was RIGHT from the start.

**WORLD BROADCASTING SYSTEM**

*Transcription Headquarters*

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

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## Witch-Hunt or Study

THE FCC, or at least a majority thereof, has shown that it means serious business on several fronts. It is determined to lay before the next Congress, which convenes in January, a sizable sheaf of legislative recommendations for amendment of the Communications Act. These suggested changes unquestionably will serve as the basis for Congressional hearings involving the whole broad subject of radio.

With hearings on proposed new rules and regulations of far-reaching implication now out of the way, the FCC has laid the groundwork for even more sweeping studies relating to network regulation and purported monopoly tendencies. As its first important step it has designated as its special counsel William J. Dempsey, able young attorney, who has served as Chairman McNinch's legal advisor since last October and before that as assistant general counsel of the Federal Power Commission.

In a way, the Commission is acting under Congressional mandate in following through on its chain-monopoly inquiry. It was only because of the wild-eyed, extravagant mouthings of anti-radio cliques and of certain members of Congress about monopoly and fraud that any consideration was given at the last session to proposals for a Congressional inquiry. In its bill of particulars, the FCC sets forth such important matters as network contracts with affiliates, multiple ownership of stations, responsibility for clearance of programs, and general competitive practices.

It is fervently hoped the Commission will not permit what should be a fact-finding inquiry to develop into a witch-hunt, for retention of special counsel tends to exaggerate the status of the inquiry and there is always the temptation to smear in any investigation.

Mr. Dempsey is a newcomer in the broadcasting field. His background, as far as radio goes, is limited. As a lawyer he has an excellent reputation, but it is in the public utility-common carrier field. Radio is not a common carrier, and the legal precepts relating to it cannot be appraised in the same fashion. Chairman McNinch, Mr. Dempsey's chief, began his FCC tenure with views about rate regulation for broadcasting. which he frankly and publicly retracted after he had ascertained the facts.

Mr. Dempsey promises an inquiry, not with preconceived notions of wrong or corruption, but with the aim of ferreting out the facts. We can neither acclaim nor criticise the appointment. We feel, however, that the inquiry, properly conducted, can do much to clear the atmosphere.

The industry can be relied upon, as in all past instances, to cooperate to the fullest degree. And the FCC, special counsel and all, if it forgets bizarre headlines, ignores the pressure groups who are anti-everything in commercial radio, and shuts its eyes to threats of political reprisals, can perform a meritorious job.

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A. A. BERLE Jr., recently appointed Assistant Secretary of State, who has been making a close study of the Federal departments and bureaus for President Roosevelt, made a statement in Pittsburgh recently which we hope will be heeded by the radio regulatory authorities. "Our Government," he said, "must improve its methods, its personnel, its understanding of business problems; must cut its red tape, must find administrators, rather than world savers; must make its regulations at once simple, certain and flexible." What a splendid precept for the FCC!

## Censorship?

IN ITS effort to clarify the political section of the Communications Act, the FCC still leaves broadcasters in a quandary on perhaps the most important aspect—censorship of material broadcast by any qualified candidate.

Is it censorship for a broadcaster to advise the speaker to delete language obviously libelous or slanderous? If it is, then perhaps the only alternative is for the broadcaster to deny the use of his facilities to any and all candidates, or else require them to post bond sufficient to safeguard the licensee against possible litigation.

The one sure answer, aside from a specific Federal statute saving the station harmless, if that is possible, is for the adoption by the States of uniform libel and slander laws applicable to broadcasters. Several states already have done so.

And while expounding on radio censorship, President Roosevelt's assertion in his address before the National Education Association this month certainly warrants notice. Referring to dictatorships, he said that if in other lands the press and books and literature of all kinds are censored, "we must redouble our efforts here to keep it free." While he did not mention radio, it is obvious that his views apply with equal, if not greater, force to radio as an even more direct medium of dissemination of intelligence. And in those dictator countries, the radio was seized first; the press "assimilated" afterward.

## How's Business?

STILL in the throes of the worst business scare since its inception, broadcasting looks hopefully toward the fall—and with ample basis. If advance activity and shop talk mean anything, the next few weeks should agitate the broadcast business barometer straight north.

Because of the natural lag occasioned by scheduled business under contract, the broadcasting business did not suffer the serious effects of the depression until heavy industries had scratched bottom. Right now broadcasting business generally appears to be at lowest ebb, though reports of downright bad business have been spotty rather than widespread. All "recessions", however, are infectious—and broadcasters all over became fearful of the future when they read the headlines and saw the fellows around them wearing wry expressions and uttering doleful dirges.

The last two summers have been unusually good for radio, with most of the larger accounts continuing through the season to hold preferred positions on the air. Broadcasters perhaps were spoiled by the exceptionally good business they enjoyed through recent summers, and the present doldrums finds them becalmed and puzzled. The signs ahead, however, are good, what with the steadiness of the stock markets, the increased buying due to governmental expenditures and the general reports that inventories of consumer goods are down to bottom. It is consumer goods largely that radio advertises, and the renewed buying that seems inevitable should be reflected soon in increased time sales both nationally and locally.

To the credit of the broadcasters it should be noted that, despite the fact that costs go up when sponsors are fewer, the general high quality of programs is being maintained and a large summer audience thus assured. The type of sponsorship in recent years has been improving also, and it is gratifying to note that stations are not yielding to the temptation of bad times by accepting anything that comes down the pike.

## Agitation

IN AN address before the Amateur Convention in Washington late last month, broadcast over a nationwide network, FCC Chairman McNinch invited radio listeners to write him about their program complaints. To date inquiries failed to reveal more than a half-dozen letters, none vehemently critical of radio.

This would tend to indicate that the public as a whole is pretty well satisfied with its broadcasting fare. It also appears to confirm the view of House leaders who killed the proposed general investigation of radio at the last session. Similarly it raises some question about the statements of certain anti-radio crusaders, within and without officialdom, that literally thousands of letters of complaint are received.

It is now more apparent than ever that the agitation is not that of the public but of the agitators.

# We Pay Our Respects To —

PHILIP GROSSMAN LASKY

TURN BACK the pages of radio history to 1919 and you'll find Philip Grossman Lasky, vice-president and general manager of KSFO, the CBS San Francisco outlet, just a youngster, but experienced in the mysteries of wireless.

A native of Denver, born Feb. 12, 1906, Phil finds himself at 32, like many others in the broadcast field, often referred to as one of youthful radio's bright young men. But brightness is implemented by real ability and by knack for the business of broadcasting. "PG", as he is known to intimates, received his early education in Denver, graduating from Manual Training High School at 16. He was more interested in radio than school he says, and every spare moment would find him experimenting in his workshop.

One of the old school of amateurs, Phil in 1919 was operating his own experimental station, 9DHI. A year later he became associated with Dr. W. D. Reynolds in establishing 9ZAF, later KLZ. He was hailed by the *Denver Post* as the "boy wonder" when in 1921 with another amateur he instituted the first game of chess over the air. The following year, in 1922, he was elected a junior of the Institute of Radio Engineers and later became an associate of that organization. The same year he was placed in charge of Colorado District, American Radio Relay League, a non-pay job. In 1923 he relinquished that honor to Paul Segal, now a prominent Washington radio attorney.

Phil had passed the Government examinations and had become a licensed extra first-class commercial radio operator, with No. 17 of the historic "pink tickets". For a year he sailed the Pacific and Oriental waters as a wireless operator aboard freighters and liners. His travels encouraged writing. Soon he was selling magazine articles about places he was visiting.

In 1925 when the air mail service, then operated by the Post Office Department, started experimenting with radiophones for air navigation, Phil joined and was sent to Wyoming as radio operator. It was a tough job, he admits, and restrictions were numerous, but he stuck it out for a year. The urge to write continued so he resigned to carve a newspaper career, first as police reporter, then political writer on the *Omaha World-Herald* and lastly on the *Denver Post*. During this time he continued his magazine writing, using a nom de plume which he refuses to reveal. He admits that now and then, when time permits, he turns out a story or so, but assures us that it isn't about radio.

While covering the news beats, he came to the conclusion that radio was his true love and after a year of newspaper work rejoined KLZ and later went over to KFEL as chief engineer and assistant manager, working under Gene Fallon, its owner. He also took on the responsibilities of chief announcer, program director and account executive. Along with this he was operating his own Denver radio shop and admits that he did "very well". He also continued to write for trade publications, "making good at it too", he says.

Phil's conspicious work in building these two Denver stations brought him an offer to join the then infant KDYL, in Salt Lake City, and in mid-1927 he became secretary and general manager of the Intermountain Broadcasting Corp. which operated that station. It was then a 50-watter and Lasky remained eight years, helping to build it up as one of the finest stations in the country. During that time he became an important figure in Salt Lake City civic affairs and organization work.

He served as president of the Advertising Club for the 1934-35 term and established the Salt Lake City annual "First Citizen's Award". Those eight years helped to establish him as a national figure in radio and as a result he was invited to become manager of KTAB, an ex-church outlet operated as a San Francisco independent station.

Taking the reins of this station in February of 1935, he had in three months changed the call letters to KSFO and moved the studios from a loft to the Russ Bldg. pent house. As vice-president and general manager of KSFO, he steadily improved the standing of the station until it became recognized as one of the outstanding independents on the West Coast. Then a new pioneering idea was hatched. Lasky, in conjunction with Guy Earl and Naylor Rogers, then operating KNX, Hollywood, in October, 1935, established the Western Network. This San Francisco-Hollywood combination booked sufficient business in two months to make the two-station network a paying proposition. It continued operation until CBS purchased KNX and added KSFO as its San Francisco affiliate and Northern California key station.

Becoming affiliated with CBS in January, 1937, KSFO has climbed into a high-ranking place in the San Francisco Bay area. September of 1937 saw the completion of the new KSFO 5000-watt modern transmitting plant and 400-foot tower, built at a cost of more than $125,000. Under his guidance the station in August establishes itself in new and elaborate studios and executive offices which have been erected in the Palace Hotel at a cost of approximately $250,000.

Phil Lasky is one of the most likable men in the broadcasting industry. His natural virtues of hard work and 24-hour attention to business are reflected in his well-knit organization and the high esteem in which he is held by those who know him. He is liked not only because of his charming personal manner, but also because men and women working with him find him tolerant of their views. He is eager to hear new ideas and quick to adopt them if deemed feasible.

Married in August, 1933, to Pearl Spillman of San Francisco, he admits with a naive blush of arresting frankness that she has been his greatest inspiration. He is sincere, too. They have one child, Paul Howard, born Nov. 6, 1936, who reigns supreme over the Lasky household in San Francisco's exclusive Marina district. Phil plays a good game of golf and is trying hard to master the art of horsemanship. He was commissioned an ensign in the U. S. Naval Reserve in February, 1931, promoted to lieutenant in 1936. He organized the Naval Communication Reserve in Utah, and from 1935 to 1938 was on the staff of the Twelfth Naval District's Communication Reserve Command, San Francisco. His work is his hobby; next to that comes photography and he's an expert amateur movie cameraman. He has two great ambitions: One, to retire at the age of 55 and with Mrs. Lasky, tour the world; the other, to have a model farm, where, when weary of travel, they will retire. He is active in civic and fraternal affairs and in the San Francisco Advertising Club of which he was 1937-38 radio departmental chairman.—D. G.

# Personal NOTES

LOUIS K. SIDNEY, managing director of WHN, New York, who has been in Hollywood working on the M-G-M Maxwell House show, *Good News of 1938*, since it started last November has returned to New York.

WALTER S. ZAHRT, formerly of KWKH and KTBS, Shreveport, La., and Tracy-Locke-Dawson, Dallas, has joined WOAI, San Antonio, as sales manager.

LEWIS ALLEN WEISS, general manager of Don Lee Broadcasting System, Los Angeles, is in New York to confer with Mutual executives. He is to return July 20.

DON E. GILMAN, NBC western division vice-president, and Sydney Dixon, regional sales manager of the network, both of Hollywood, have been elected to life honorary membership and presented with gold keys, emblem of Alpha Delta Sigma, advertising fraternity.

WILLIAM DOUGHERTY, program director of Georgia Broadcasting System, is in charge of WRBL, Columbus, during the Pacific Coast business trip this month of James W. Woodruff Jr., general manager.

STEWART WATSON, formerly of WRBL, Columbus, Ga. has been appointed manager of WGPC, Albany, Ga., according to James W. Woodruff Jr., general manager of the Georgia Broadcasting System.

CAPT. ARTHUR PRITCHARD, former director of WWL, New Orleans, is now sales manager of Waguespack, Pratt & Hogan, a New Orleans real estate firm.

JAMES JEWELL, who resigned June 16 as dramatics director of WXYZ, Detroit, has been named program director and production manager of WWJ, that city, succeeding Wynn Wright, who resigned to join the production staff of NBC in Chicago. Jewell and Wright take their new posts Aug. 1.

H. DUKE HANCOCK, assistant manager of KGFJ, Los Angeles, is recovering from a breakdown and is expected to return to the station late this month.

JOHN SAMPLE, formerly of the sales promotion staff of NBC, Chicago, has been transferred to the local and spot sales section.

W. E. ROBITSEK, formerly of KTOK, Oklahoma City, has joined WBBZ, Ponca City, Okla., as commercial manager.

GEORGE SUTHERLAND, formerly of WIP, Philadelphia, has joined WSAR, Fall River, Mass., as commercial manager.

ED FLYNN, formerly of E. Katz Agency, Detroit, has joined KOCY, Oklahoma City, as sales representative.

THAD HORTON, member of the WTAR, Norfolk, Va., sales staff, resigned July 1 to take an executive post with the Norfolk Ford plant.

J. W. PATE, manager of WACO, Waco, and KNOW, Austin, Tex., recently married Miss Gena Parr, of Alpine, Tex., and has moved to Waco.

GEORGE BARTON, of the sales staff of KMOX, St. Louis, is the father of a boy born July 5.

RUSSELL BJORN, manager of KSRO, Santa Rosa, Cal., since its start a year ago, has resigned.

CHARLES R. BROWN, Western division sales promotion manager of NBC, San Francisco, and formerly sales promotion manager of Foster & Kleiser Co. (outdoor advertising), will be transferred to the Hollywood studios of NBC Sept. 1.

GEORGE TITUS has been promoted to commercial manager of CJRC, Winnipeg.

Prodigal as a politician is reputed to be by his opposition, you can't pry him loose from one sou of his own precious campaign fund unless he has proof that he'll get a thousand percent returns at the polls. Why don't you take a tip from the canny candidate? In California, for instance, DON LEE has at this writing, four aspiring Governors, two Attorney Generals, a Senator and a sprinkling of smaller fry. Another network has one Governor and one Senator . . . another is as innocent of politics as a convent. You see, the boys know that votes at the August primaries will come from **all over** California. They can't afford to overlook the important supplementary cities. That's why they choose the 13 California DON LEE stations which get all the primary markets ***from within.*** And that's why you should vote for DON LEE. It's the people's choice!

**DON LEE**
**BROADCASTING SYSTEM**
THE NATION'S GREATEST REGIONAL NETWORK
LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.

Affiliated with MUTUAL
Represented by JOHN BLAIR & CO.

# BEHIND the MIKE

BOB TROUT, CBS presidential and special events announcer, on July 4 married Catherine Crane, secretary to CBS Program Vice-President Bill Lewis, at Alexandria, Va. Ted Church, former WJSV program manager, was best man. Ann Gillis, WJSV publicity director, attended the bride.

LARRY ROLLER, with WHK-WCLE, Cleveland, for 17 years, has been appointed educational director of United Broadcasting Co., according to H. K. Carpenter, UBC vice-president and general manager of WHK-WCLE.

ROBERT REYNOLDS, account executive of KMPC, Beverly Hills, Cal., has resigned to join the Detroit Lions professional football team.

GEORGE A. TAGGART, program director of the Canadian Broadcasting Corp., returned early in July from England after studying radio methods there. He exchanged places with Lawrence Gilliam, of the British Broadcasting Corp., who spent six months with the CBC.

GABRIEL HEATTER, heard five evenings a week on WOR, Newark, for Rogers Peet Co., New York, has cancelled vacation plans and on July 4 started broadcasting from his home in Freeport, L. I., where lines were installed for him. His office and research staff and news machines have also been transferred to Freeport.

IRA ASHLEY, formerly a program director and continuity writer for Wm. Esty & Co., New York, has joined CBS as a program director.

ROBERT C. HARTMAN, formerly of *Look* Magazine, has been named assistant to Frank Rand, publicity director of CBS, Chicago, to replace Epes Sargent who has resigned to free lance.

ALLEN STOUT, formerly of WHAS, Louisville, and WNOX, Knoxville, has joined the announcing staff of WKRC, Cincinnati.

WAYNE ANDERS, formerly free-lancing in the Twin Cities has joined the announcing staff of KWNO, Winona, Minn.

JOE GOTTLIEB, assistant program director of WCAU, Philadelphia, will marry Miss Sarah Madway this fall.

ROCH ULMER, formerly of WMBH, Joplin, Mo., has joined the announcing staff of KTUL, Tulsa.

GLEN LAW, news editor of KRNT-KSO, Des Moines, recently married Miss Florence Lukel, of Nashua, Ia.

HAROLD SPARKS, formerly of KFXR, Oklahoma City, has joined WBBZ, Ponca City, Okla.

LAYMAN CAMERON, formerly of WXYZ, Detroit, has joined KWK, St. Louis, as announcer. Lee Chesley, St. Louis reporter, has joined KWK as head of the news staff.

BETTY ROBERTS, of the staff of WJBK, Detroit, has left with the Buchanan party for its annual trip to Alaska, after which she will tour women's clubs to fill speaking engagements.

DOUG YOUNGBLOOD has returned to WRBL, Columbus, Ga. as m.c. of the daily *Musical Clock* program. He left WRBL to manage WFOR, Hattiesburg, Miss.

BILL POOLE, program director of WGPC, Albany, Ga. now handles the Kellogg baseball broadcasts, replacing Bob Finch Jr., who has returned to St. Louis.

### Smoke Eaters

ANNOUNCER Horace Hunnicutt, WNOX, Knoxville, had reason for excitement while handling a remote mike describing dedication ceremonies of Knoxville's new soft-ball field the night of June 28. Chilhowee Park, amusement center directly across from the playing field, burst into flames. Hunnicutt and Kenneth Cox, operator strung the lead wire across the street, with volunteers holding it above the passing cars, and for 45 minutes gave a description of the $60,000 conflagration. Manager R. B. Westergaard sent Announcers Tys Terwey and Bob Anderson and others to the scene to aid in giving complete coverage.

MARION DIXON, senior member of the sales staff of KGVO, Missoula, Mont., was appointed merchandising manager of the station by Manager Art Mosby July 1.

CHRISTINE AMES, author of Black Empire and other stage shows, has written the weekly half-hour serial, *The World's Greatest Story*, being presented by Federal Theater of the Air on KFAC, Los Angeles. Royal Barrington directs the series.

GEORGE MENARD, formerly of WROK, Rockford, has joined WLS, Chicago. Purv Pullen, formerly of WTAM, Cleveland, and WADC, Akron, has also joined the WLS staff to conduct *Trailer Tim*, a juvenile serial.

BEV DEAN, of the production staff of WIS, Columbia, S. C., and formerly with WHK, Cleveland, on July 15 joins WCKY, Cincinnati, as promotion manager, and production assistant to Mendell Jones.

ARTHUR CASEY, production manager of KMOX, St. Louis, spoke on radio before the Civic Outdoor Theatre there July 6.

RUSS HODGES, sportscaster of WIND, Chicago, rescued Jack Hurdle, producer of *Betty & Bob*, from drowning when their power boat overturned in Lake Michigan recently.

ED CUNNINGHAM, night manager of NBC, Chicago, married Nellie Elizabeth Poling June 25.

THOMAS J. DOLAN, who has been with NBC since 1932, has been promoted from assistant program transmission supervisor to supervisor. He succeeds Roy H. Holmes, resigned.

PAUL WING, originator of the NBC *Spelling Bee*, on July 15 lectures to the students of the Wharf Theater dramatic school, Provincetown, Mass.

CRAIG ROGERS has joined KDYL, Salt Lake City, as auxiliary announcer.

HAL BOCK, NBC western division publicity director, Hollywood, is visiting Pacific Northwest network stations and newspapers.

ROBERT LE MOND, production manager of KYA, San Francisco, married Helen Taylor of Hollywood July 2.

CHARLES R. SMITH of NBC Hollywood maintenance department married Helen Ellison of Oakland, Cal. July 1.

ROBERT C. HARNACK, KEHE, Los Angeles, sound effects man, is also writing continuity.

FRAN HEYSER, program director of KMBC, Kansas City, is spending two weeks in Chicago on a combined business-vacation trip.

# timed to click

Progressive Advertisers, like Professional Photographers, know that the setting is all-important to produce the best "picture". Progressive Advertisers know that *Sales Strategy* starts in the Summertime!

That is why to reach our "Friendly Family" of 2,500,000 Italo-Americans their campaigns are getting under way NOW!

With August and September broadcasts will come further — positive — proof that *your* Advertising Campaign has been "timed to click" with our "Friendly Family" who live with us daily!

**WOV**
NEW YORK • 1000 WATTS

**WPEN**
PHILADELPHIA • 1000 WATTS

**WBIL**
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

THOMAS J. RILEY of NBC's New York press staff has been transferred to Boston, where he will have charge of special events and news broadcasts, succeeding Arthur Feldman, who is joining the network's New York announcing staff.

A. W. (Bill) JOHNSON, formerly national sales representative of WOWO, Fort Wayne, Ind., and KLZ, Denver, has joined Weintraub-Olenick, Hollywood publicity service.

DAN TOBY, Hollywood fight announcer, has been signed for a part in the 20th Century-Fox Film production, "Straight, Place and Show".

W. L. STEVENS is now program director of WBBZ, Ponca City, Okla.

MILDRED BRUDER, hostess of WGAR, Cleveland, and Carl George, WGAR production manager, along with Bette Lienhart, Elkhart, Ind., and Robert Kelley, WGAR announcer, have announced their engagements.

GILBERT NEWSOME, announcer of WRTD, Richmond, Va., recently married Margaret Hickerson, WRTD hostess.

GENE FORD, head of the production department of WHN, New York, has written a new song, "Night", which will be presented on the Ida Bailey Allen program. Mr. Ford wrote the song hit "Rain".

WILLIAM CARD has resigned from the NBC international division, New York.

ALVIN JOSEPHY JR. of the special events division of WOR, Newark, and Rosamund Eddy were to be married July 15.

JOHN CORCORAN, Philadelphia newspaperman, has joined the staff of WPEN, that city, as commentator.

GORDON KAPSAR, musical director of WPTF, Raleigh, N. C., married Miss Ruth Blake, of Buffalo, N. Y. June 28.

## Reptiles at Random

LOTS of fun for everyone was the *Zoo Antics* broadcast from the rattler cage at the Little Rock Zoo as KLRA had Superintendent W. R. Sprott holding the mike among the rattlers. But when two big reptiles slipped out into the corridor Rita White, announcer, was about to scurry when Mr. Sprott handed the mike to her while he went after his fleeing reptiles, pausing long enough to conclude the program.

J. LESTER MALLOY, formerly publicity director of KGGC, San Francisco, recently was promoted to assistant production manager. Don Church has been named chief of the record department.

BOB SANDSTROM of the traffic department, NBC, San Francisco is recovering from an appendectomy.

JACK MEAKIN, NBC music conductor at San Francisco, has been named musical director of KSFO, San Francisco. Dick Aurandt was named staff organist at KSFO.

CHARLES VANDA, CBS Pacific Coast program director, returned to Hollywood June 8 after six weeks in New York.

DAN BOWERS, formerly of KGB, San Diego, Cal., and prior to that on the staff of KID, Idaho Falls, Id., has joined KGFJ, Los Angeles, as announcer. He succeeds Edward Rowland, resigned.

JAMES B. McKIBBEN, who recently joined KVEC, San Luis Obispo, Cal. as writer-announcer, has been made program director.

HUBERT K. GAGOS, Western division radio manager of United Press, with headquarters at Sacramento, Cal., on July 3 married Miss Lucile West, formerly of the publicity office of Selznick-International Pictures, Hollywood, at San Mateo.

MISS LEE VANDERVORT, secretary to Clarence B. Juneau, manager of KYA, San Francisco, is recovering from minor head injuries received recently when she was thrown from a horse.

PAT KELLY, publicity director and continuity writer, and Claire Conerty, hostess at KFRC, San Francisco, recently announced their engagement.

ROBERT W. LeMOND, production manager of KYA, San Francisco and Miss Helen Taylor of Los Angeles, were married July 2, at Los Angeles. LeMond was formerly publicity and special events director of KEHE, Los Angeles.

CRANSTON CHAMBERLAIN, writer-producer at KFRC, San Francisco is the father of a girl born June 28.

LOUIS LaHAYE, of WICC, Bridgeport, Conn., married Ann Matus June 18.

GEORGE CROWELL, formerly of WMAS, Springfield, Mass., has joined WORL, Boston, replacing Dick Bates, program director, now at WGAN, Portland, Me.

DAVID HEENAN, press representative of Raymond R. Morgan Co., Hollywood, is in the Veterans Hospital, Los Angeles, recuperating from a breakdown.

BOB GOLDMAN has joined KGGC, San Francisco for the summer.

CHARLES MICHELSON, of Michelson & Sternberg, New York, transcription representative, is recuperating from a nervous breakdown at Saranac Lake, N. Y.

HI-YO, SILVER!, theme of *The Lone Ranger*, standout serial originated by WXYZ, is being produced by Charles D. Livingstone, recently named director of dramatics of the Detroit station by H. Allen Campbell, general manager. He succeeds James Jewell, resigned, and will have charge of all dramatic programs originating at WXYZ, including *The Lone Ranger* and *The Green Hornet*. Succeeding Mr. Livingstone as assistant dramatic director, a post he held for four years, is Tom Dougall, writer and assistant director, also a WXYZ staff member for four years.

## Frederick W. Warnke

FREDERICK W. (Fritz) WARNKE, pianist and composer, who was a member of the Bank of America's *House of Melody* orchestra at KFRC, San Francisco, died suddenly June 29. For a number of years he was on the NBC staff in San Francisco. He was the composer of numerous orchestral works, songs, piano and choral numbers.

## Miss Neyman Weds

FANNEY NEYMAN, FCC attorney specializing in appellate work, was married July 2 to Dr. Philip Litvin, Washington physician. They are honeymooning in Canada. Mrs. Litvin is expected back to her office in latter July.


ON MAY 9TH, 1938
1600 TELEPHONES SAID:

CLEAR CHANNEL
800 KILOCYCLES
250 WATTS

We asked 2000 people, "What is your favorite daytime station?".
*1600 or 80 % said, "WTBO".*
Which proves that network stations regardless of power do not serve this area consistently--- and emphasizes the fact that
WTBO is a MUST medium for National Advertisers!

NATIONAL REPRESENTATIVES: JOSEPH H. McGILLVRA

Cumberland WTBO Maryland

KQW SAN JOSE CALIFORNIA

Prunes and Apricots are harvested—Canneries are running.
Business is GOOD in Santa Clara County.
*Use KQW to sell California's 5th Radio Market.*
**42,960 Radio Homes**
**1 Radio Station**

Full Mutual Don Lee Network Schedule
Representatives
John Blair & Company

# RCA Research is the Basis of Radio in the Home!

**Today's magnificent reception has been developed by years of patient work in RCA Laboratories**

Most of us can recall the early crystal sets, when the marvel of hearing music by wireless first startled the world. Poor quality of reception was offset by the wonder of the achievement.

A year before these crude receivers came into public use RCA had already established a laboratory for developing radio reception for the home. From this humble beginning great things have come. Today, hundreds of trained RCA engineers devote their time to this work. Research in RCA laboratories has produced, or inspired, virtually all important advances in the quality of home receiving instruments.

### *An all-inclusive business*

Similarly, swift, direct radio communication with 43 foreign nations, and with ships at sea, is a result of RCA research. Other results include revolutionary improvements in the recording and reproduction of sound on records and motion picture films; indispensable new aids to police and aviation, to science and industry. And, thanks to years of unremitting study by RCA engineers, the new arts of television and facsimile now give promise of rendering important public services.

The Radio Corporation of America has invested millions of dollars in research to make radio—and the by-products of radio—more efficient and more economical, and to give to the United States, in every phase of radio development, undisputed world leadership.

•

Scene in RCA laboratory as engineer operates control board of device for recording tone quality of radio receiving instruments. This is but one of the many intricate pieces of equipment used in developing the fine quality of RCA Victor radios.

*Listen to the Magic Key of RCA, presented every Sunday, 2 to 3 p. m., E. D. S. T., over NBC Blue Network*

**Radio Corporation of America**

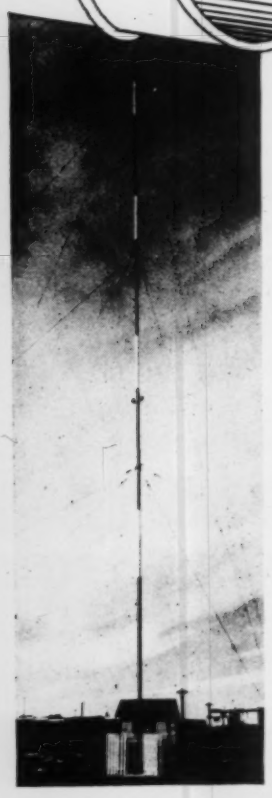
RADIO CITY, N. Y.

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC. RCA COMMUNICATIONS, INC.
RADIOMARINE CORPORATION OF AMERICA NATIONAL BROADCASTING COMPANY

*—because we Erect our own radiators . . . .*

**LINGO** saves you time and money!

*The single responsibility of construction and erection assures 100% satisfaction and service.*



● For uninterrupted service under the most severe conditions, Lingo Vertical Tubular Steel Radiators give new confidence in stability and dependability.

Lingo not only constructs but ERECTS every Radiator — we actually "see the whole job through". This service assures promptness of delivery and saves you the annoyance of dealing with two or more contractors—thus saving you the added cost that such a procedure makes necessary.

If you are planning an installation this Summer, we can offer you immediate construction and erection service. There are no delays or disappointments. We can truthfully say that in all our 40 years in business we have never disappointed a customer by failing to give the service we take so much pride in offering.

*Write today for Free Folder—*

**"New Standards for Vertical Radiators"**

Every station manager and engineer will be interested in this story of antenna efficiency and economy. Write for your copy today and be sure to STATE LOCATION, FREQUENCY AND POWER OF STATION.

**John E. Lingo & Son, Inc.** *Dept. 7* **Camden, N. J.**

**LINGO**
**VERTICAL TUBULAR STEEL RADIATORS**


### Quaking Meter

AN UNWELCOME and unheralded earth shock caused KYA Chief Engineer Paul Schulz no little concern recently while he was in the midst of adjusting the noise meter on the station's 5,000 watt transmitter. He had the adjustment just about in place, when the ground beneath his feet began to sway. The slight shock undid all the tedious adjusting work Schulz had accomplished and he was forced to begin all over again. The earthquake was recorded on the station's log.

## University Thanks WJR For Gift of Equipment

REGENTS of the University of Michigan in their last meeting of the year acknowledged receipt of radio equipment valued at $7,500 from WJR, Detroit. At the same time Prof. Waldo Abbot, director of broadcasting at the University, placed a value of $39,000 on gratis time for more than 200 programs broadcast direct from the campus through WJR.

The equipment in the Ann Arbor campus studios makes the plant one of the best in the country. The studios are used for classes in radio technique as well as for broadcasting. WJR studios in Detroit are also used two nights a week for radio classes conducted by the Extension Department. University of Michigan educational programs have been broadcast by WJR since 1925. Director Abbot advised the regents that the WJR management had exercised no censorship and had not even protested when speakers from the medical and dental departments had commented adversely on products using commercial time on the station.

## KWTO NBC Alternate

KWTO, Springfield, Mo., owned by the operators of KGBX, regular NBC Springfield outlet available to either of the southwestern groups, has been made an alternate outlet on an availability basis. The station has power of 5,000 watts and operates daytime only.

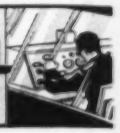

**WDRC**
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

In Connecticut Use-WDRC!

Columbia Broadcasting System's recent survey shows WDRC has a regular listening audience in 23 densely populated counties in which the radio population is 4,782,460. Tell these prospects about your product!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
*National Representatives*
INTERNATIONAL RADIO SALES


## *in the* CONTROL ROOM



RICHARD R. STODDARD, NBC New York engineer, on leave, is radio operator on board the Howard Hughes plane bound on a round the world flight.

WILLIS O. FREITAG, chief engineer of KRKD, Los Angeles and Ruth A. Pritchard, assistant publicity director of the station, were married at La Canada, Cal., June 26.

CHARLES M. GARRETT has joined KRKD, Los Angeles, as transmitter relief technician.

MORRIS M. MING has been promoted to chief engineer of KFRO, Longview, Tex., succeeding Ed Bumpas, who resigned to join KELD, El Dorado, Ark. Joseph Beaurs, formerly of KOA, Denver, has joined KFRO as announcer-engineer.

J. H. PLATZ, NBC Chicago control supervisor, was in Hollywood in early June to confer with A. H. Saxton, the network's western division engineer.

ERNIE RICCA, sound effects engineer of WWJ, Detroit, recently began a series of lectures on sound for members of Wayne University's Broadcasting Guild.

FRANK MURPHREE, engineer of WSGN, Birmingham, was married recently.

ANGUS BLOW, engineer, recently left WICC, Bridgeport, Conn.

RICHARD KELLY, engineer of WICC, Bridgeport, Conn., married Muriel Minogue June 21.

BOB HAIGH, transmitter engineer of KFRU, Columbia, Mo. married Marjorie Hitchings June 18, at Lakefield, Minn.

WES CRAIG, technician, formerly with KGGC, San Francisco, has joined the KYA Oakland studio staff as vacation-relief operator.

EARLE TRAVIS, chief engineer of KVEC, San Luis Obispo, Cal. is the father of a boy born June 28.

CAL APPLEGATE, KFWB, Hollywood technician, and Augusta Bielenberg, were married at Bakersfield, Cal. July 8.

## Join NBC Video Staff

TO OPERATE the television exposition through which NBC plans to give the public a chance to observe for itself the status of sight broadcasting, four engineers have been added to NBC's television staff. They are T. D. Christian, transferred from NBC's maintenance group; E. B. Berglund, of the RCA television staff; Frank J. Somers, formerly with Farnsworth Television, and A. D. Smith, who comes from RCA Radiotron Co., where he worked on Iconscopes, Kinescopes and projection tubes. These four men are now being trained in NBC's laboratories to familiarize them with the equipment and operating methods, so that they will be prepared to man the television demonstration when it is opened to the public next month.

W. G. H. FINCH, former assistant chief engineer of the FCC and now president of the Finch Telecommunications Laboratories Inc., New York, has been granted U. S. Patent 2,123,721 on a new simplified gaseous type of facsimile recording tube.

# display advertising

IN THIS SEASON of sun tan, tennis and streamlined beauties, *display advertising* is the thing. To the station manager, this means *display advertising* in BROADCASTING.

*Why?*

Because summer is the season for planning fall schedules. During sweltering July, August and September campaigns are created, markets examined, stations selected.

Because *display advertising* in BROADCASTING brings your message face to face with the thousands of important agency executives and national advertisers you need to reach.

Because busy schedule-makers who can't take time to see time sellers do take time to read the magazine of the radio advertising industry . . . *and your advertising story.*

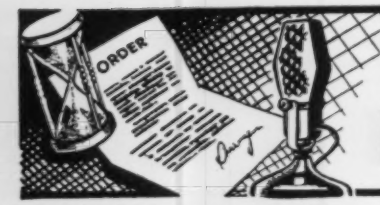
Because a single new national account pays for your full year's display schedule.

*Tell your story in* BROADCASTING!

**BROADCASTING**

Broadcast Advertising

Your story well told means more time sold




# THE Business OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### KDKA, Pittsburgh

Railway Express Co., New York, 6 weekly *sa* thru Caples Co., N. Y.
Air Conditioning & Training Corp., Youngstown, weekly *t*, thru National Classified Adv. Agency, Youngstown.
Dodge Bros. Corp., New York, 2 daily *sa*, thru Ruthrauff & Ryan, N. Y.
Frozen Desserts, Chicago, 6 weekly *sa*, thru Stack-Goble Adv. Co., Chicago.
B. T. Babbitt, Columbus (lye), *sa* series, thru Blackett-Sample-Hummert, Chicago.
Firestone Tire & Rubber Co., Akron, 2 weekly *t*, thru Sweeney & James, Cleveland.

### KFOX, Long Beach, Cal.

Christian American Crusade, Los Angeles (religious), 6 *sp* weekly, thru Uhl Service, Los Angeles.
Lyon Van & Storage Co., Los Angeles (moving & storage), 2 *t* weekly, thru Chas. H. Mayne Co., Los Angeles.
Hancock Oil Co. of Cal., Long Beach, Cal., 7 *sp* weekly, direct.
Westinghouse Electric Co., Long Beach, 5 *sp* weekly, thru Mayers Co., Los Angeles.

### KSO, KRNT, WMT, Iowa

Associated Serum Producers, Omaha (hog remedy), *sa* series, thru Fairall & Co., Des Moines.
Continental Baking Co., New York, 105 *sa*, thru Benton & Bowles, N. Y.
Dermalab Inc., Chicago (Glist shampoo), *sa* series, thru J. Walter Thompson Co., Chicago.
Lydia Pinkham Medicine Co., Lynn, Mass., 3 weekly *t*, thru Erwin, Wasey & Co., N. Y.

### KNX, Hollywood

Brown & Williamson Tobacco Corp., Louisville, (Avalon cigarettes), weekly *t*, thru Russell M. Seeds Co. Chicago.
Nassour Bros., Los Angeles (cosmetics), weekly *sp*, thru Alvin Wilder, Adv., Los Angeles.
O'Keefe & Merritt Co., Los Angeles (stoves, ice boxes), weekly *sa*, thru Richard B. Atchison, Adv., Los Angeles.

### KSFO, San Francisco

Bristol-Myers Co., New York. (Mum) 15 *ta* weekly, thru Pedlar & Ryan, N. Y.
California Baking Co., San Francisco (Holsum Bread) 3 *sp* weekly, thru Leon Livingston Agency, San Francisco.

### KFYR, Bismarck, N. D.

Yaegers Furs, Brandon, Manitoba, *sa* series, direct.
Carter Medicine Co., New York, 10 weekly *sa*, thru Street & Finney, N. Y.
Midwest Lumber Co., Minot, N. D., *sa* series, direct.

### WTMJ, Milwaukee

Johns-Manville Corp., New York, 182 *t*, thru J. Walter Thompson Co., N. Y.
Continental Baking Co., New York, 39 *t*, thru Benton & Bowles, N. Y.

### KHJ, Los Angeles

A. H. Lewis Medicine Co., St. Louis (Tums), 6 weekly *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Grove Laboratories, St. Louis (proprietary), 5 weekly *sa*, thru Stack-Goble Adv. Agency, Chicago.
Western Stopper Co., San Francisco (bottle stoppers), 3 weekly *sp*, thru Gerth-Knollin Adv. Agency, San Francisco.
First Federal Savings & Loan Assn., Beverly Hills, Cal. (finance) 5 weekly *sp*, thru Elwood J. Robinson, Los Angeles.

### KGO, San Francisco

Railway Express Agency, New York, 6 *sa* weekly, thru Caples Co., N. Y.
Rio Grande Valley Citrus Exchange, Weslaco, Tex. (grapefruit juice), 3 *ta* weekly, thru Leche & Leche, Dallas.
General Cigar Co., New York (Wm. Penn cigars), 5 *ta* weekly, thru H. W. Kastor & Sons, N. Y.

### WHN, New York

Railway Express Agency, New York, *sa*, 26 weeks, thru the Caples Co., N. Y.
Home Diathermy Co., New York, daily *sp*, direct.
Chafeen Laboratories, New York (baby cream), 6 *sp* weekly, thru Glicksman Adv. Agency, N. Y.
Community Opticians, Brooklyn, 5 *sp* weekly, thru Commonwealth Adv. Agency, Boston.

### CKGB, Timmins, Ont.

Stanfields Ltd., Toronto (underwear), daily *sa*, thru Richardson & McDonald, Toronto.
Sunlight Soap Co., Toronto, daily *sa*, thru J. J. Gibbons, Toronto.
Ogilvie Flour Mills, Montreal, 2 *sp* weekly, thru J. J. Gibbons, Toronto.
Industrial Training Corp., Chicago, 2 *t* weekly, thru James R. Lunke & Associates, Chicago.
J. C. Eno Ltd., Toronto, daily *sp*, thru Tandy Adv., Toronto.
Imperial Tobacco Co., Toronto (Sweet Caporal), 5 *t* weekly, thru Whitehall Broadcasting, Montreal.

### CFRB, Toronto

Imperial Tobacco Sales Co. of Canada, Montreal (cigarettes) 5 *t* weekly, thru Whitehall Broadcasting, Montreal.
Dominion Linseed Oil, Toronto (soya flour and bread) weekly *sp*, thru R. C. Smith & Son, Toronto.
Gilson Mfg. Co., Guelph, Ont. (air conditioning), weekly *sp*, thru R. C. Smith & Son, Toronto.
Bristol Co. of Canada, Toronto, (Ipana), 5 *sp*, weekly thru Ronalds Adv. Agency, Montreal.
St. Lawrence Starch Co., Port Credit, 6 *sp*, weekly thru McConnell, Baxter & Eastman, Toronto.

### KQW, San Jose

Apricot Pro-Rate Committee, San Jose, Cal., weekly *sp* and *sa*, direct.

**NO SOFTIES** are the soft-ball players of Tulsa's stations KVOO and KTUL. Latest reports are that KTUL's CBS-ers lead 4 to 2 in the championship competition. In the top picture showing KTUL's team are (standing back row l to r): Erv Lewis, Ray Crump, Leo Twardy, Tulsa Oiler pitcher, umpire; Bob Dennis, Eddie Gallaher, Louis Gelfand, John Esau, Walter Cox. Front row: Wade Hamilton, Bob Linn, bat boy, Ken Linn, Mary Mosher (receptionist). Lower front row: Alton Hart, his son Bobby, and John Harrison. Tot in front is Patsy Cox, Mascot. Lower picture shows KVOO team. Front row: Hillis Bell, Howard Hamilton, Eddie Coontz, Toby Nevius and Ernest Frisco. Back row: Ed Coatney, Trafton Robertson, Ken Brown, Jack Mitchell, Rowdy Wright and Bill Werner. Not shown are Jay Crumm Clark, McAnally, Willard Egolf.

### WOR, Newark

Pinex Co., Fort Wayne, Ind. (cough syrup), 6 *sp* weekly, thru Russell M. Seeds Co., Chicago.
Johns-Manville Corp., New York, 2 *t* weekly; after Sept. 19, 4 *t* weekly, thru J. Walter Thompson Co., N. Y.
V. La Rosa & Son, New York (macaroni), weekly *sp*, thru Commercial Radio Service, N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), weekly *t*, through Lord & Thomas, Los Angeles.
Julius Grossman Shoes, New York, weekly *sp*, through Sterling Adv. Agency, N. Y.

### KHJ, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Williamson Candy Co., Chicago (Oh Henry candy bars), 6 *ta* weekly, thru John H. Dunham Co., Chicago.
Bauer & Black, Chicago (Blue Jay corn plaster), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Golden State Co., San Francisco (Popsicle), 3 *sa* weekly, thru N. W. Ayer & Son, San Francisco.

### KYA, San Francisco

Royal Typewriter Co., San Francisco office (typewriters) 5 weekly *sa*, direct.
White Laboratories, New York (Feenamint) 20 weekly *sa*, William Esty & Co., N. Y.
Southern Pacific Co., San Francisco (transportation) weekly *sa*, thru Lord & Thomas, San Francisco.
Guaranty Union Life Insurance Co., Los Angeles (life insurance), 2 weekly *sa*, thru Allied Adv. Agencies, San Francisco.

### KFI, Los Angeles

O'Keefe & Merritt Co., Los Angeles (stoves & refrigerators), 3 weekly *sp*, thru Richard B. Atchison, Los Angeles.
North American Accident Insurance Co., Newark (insurance), 2 weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

### WNEW, New York

General Supply Co., New York (electrical appliances), 4 *sp* weekly, 13 weeks, thru Scheer Adv. Agency, Newark.
Carter Medicine Co., New York, 10 *sa* weekly, 52 weeks, thru Street & Finney, N. Y.
Madison Personal Loan Co., New York, 6 *sp* weekly, thru Klinger Adv. Corp., N. Y.
New York State Milk Publicity Bureau, Albany, 5 *sa* weekly, 30 weeks, thru J. M. Mathes, N. Y.

### CFAR, Flin Flon, Manitoba

Imperial Tobacco Co., Montreal (Sweet Caporal), 5 weekly *t*, thru Whitehall Bestg., Montreal.

### WMCA, New York

Christian Science Radio Committee of Greater New York, weekly *sp*, monthly *sp*, direct.

### WKRC, Cincinnati

Procter & Gamble Co., Cincinnati (Camay), 13-week *sa* series, thru Pedlar & Ryan, N. Y.

### WGN, Chicago

Sunkist Oranges, Los Angeles, weekly *t*, thru Lord & Thomas, Los Angeles.

### CKNX, Wingham

Canadian National Carbon Co., Toronto (Eveready batteries), 156 *ta*, thru Clark Locke, Toronto.
Imperial Tobacco Co., Montreal (Sweet Caporal), 5 weekly *t*, thru Whitehall Bestg., Montreal.
National Fertilizers, Ingersoll, Ont., 3 weekly *sa*, thru Ardiel Adv. Agency, Oakville, Ont.

# Radio Advertisers

AMERICAN STOVE Co., Cleveland (Magic Chef gas ranges), for which BBDO, New York, placed a series of weekly WBS transcriptions, *Food Secrets of Hollywood Stars*, has appointed the agency to direct its advertising, effective Jan. 1, 1939. The disc series began April 29 and runs until July 22.

BALLARD & BALLARD Co., Louisville, is planning an NBC series to advertise its OvenReady Biscuits, and not cattle and poultry feeds, as erroneously stated in BROADCASTING, July 1, according to Henri, Hurst & McDonald, Chicago, who handle the account.

NASSOUR BROS., Los Angeles (oil shampoo), after a brief test, on July 14 started weekly participation in the quarter-hour *Woman's Forum* on KNX, Hollywood, for eight weeks. Firm is planning an extensive fall radio campaign to advertise its various products. Agency is Alvin Wilder Adv., Los Angeles.

LLYOD K. HILLMAN, Los Angeles (auto financing), thru Allied Adv. Agencies, that city, is using a six weekly quarter-hour news program on KYA, San Francisco, supplementing it with four spot announcements daily. Firm is also using three spot announcements daily on KIEV, Glendale, Cal. and KFAC, Los Angeles.

VOCATIONAL SERVICE, Glendale, Cal. (representative of trade schools), thru R. H. Alber Co., Los Angeles, is planning an extensive spot fall campaign.

SCHWABACHER-FREY Co., Los Angeles (stationery supplies), is using 14 weekly spot announcements on KHJ and KMTR, and seven weekly on KNX. List of Southern California stations will be increased. Agency is W. Austin Campbell Co., Los Angeles.

GUARANTY Union Life Insurance Co., Beverly Hills, Cal. (insurance), a heavy user of radio, on July 12 started a test campaign on 12 Don Lee network stations, using weekly participation in *Norman Nesbitt's Morning News* program. Firm sponsors a total of 18 quarter-hours per week on KFWB, Hollywood, using news, musical and commentary programs. In addition, Guaranty Life has a daily quarter hour news broadcast on KGFJ, Los Angeles and a similar ten minute program, six times weekly, on KFOX, Long Beach, Cal. Stodel Adv. Agency, Los Angeles, has the account.

CALAVO GROWERS of California, Los Angeles (avocados), is considering spot radio along with other media in an extensive fall campaign. Agency is Lord & Thomas, Los Angeles.

TEN spot announcements for Templetons Ltd., Toronto, (proprietary) to be placed over 10 Canadian stations have been recorded by Associated Broadcasting Co., Toronto.

## 'Dog Bites Man'

TWO LOCAL unions of furniture workers and upholsterers at Tacoma, Wash., are sponsoring a weekly quarter-hour and several five-minute spots on KMO, Tacoma, to stimulate business for their employers. Raising funds by assessing members, the unions pay for the broadcasts and offer weekly prizes and a grand prize $125 davenport-chair set in a slogan contest.

I. LEWIS Cigar Co., Newark, has added to its schedule of two baseball broadcasts a day on WINS, New York, a special five-minute program of baseball scores every Sunday at 6:10 p. m. Agency is Milton I. Lewis, New York.

SACHS QUALITY Furniture Store, New York, has started *Romance of Dan & Sylvia*, six-weekly quarter-hour serial on WMCA, New York. Neff-Rogow, New York, is the agency.

INDUSTRIAL Union Council of San Francisco, CIO, recently started a five nights a week series on KYA, San Francisco titled *Labor on the Air*. It is released Monday through Friday—6:30 to 6:45 p. m. PST, and consists of labor news, edited and presented by William O'Neill.

### Agency Appointments

FARALLONE PACKING Co., San Francisco, to Sidney Garfinkel Adv. Agency, San Francisco, for test campaign on Sil-Vita canned swordfish.

PURITAN SALES CORP., Portland, Me. (baked beans), to Louis Robert Korn Adv. Agency, Portland, Me.

MERCHANTS FERTILIZER Corp., Charleston, S. C. (Merco tobacco fertilizer), to Nachman-Rhodes Adv. Agency, Charlotte, N. C.

COLEMAN LAMP & STOVE Co., Wichita, Kan., to Ferry-Hanly Co., Kansas City.

AURORA LABS, Chicago (Clear Again) to Erwin, Wasey & Co., Chicago.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), to J. M. Mathes, N. Y.

DR. ELLIS SALES Co., Pittsburgh (cosmetics), to Smith, Hoffman & Smith, Pittsburgh.

INTERNATIONAL SHOE Co., St. Louis (Peters branch), to Tracy-Locke-Dawson, Dallas.

MAGNOLIA PETROLEUM Co., Dallas, Tex., to Ratcliffe Adv. Agency, Dallas.

KELLOGG Co., Battle Creek, Mich., corn flakes to J. Walter Thompson Co., Chicago.

KNAPP-MONARCH Co., St. Louis (health products), to Anfenger Adv. Agency, St. Louis.

C. E. HOOD & CO., New York (Cal-Par vitamin product) to Metropolitan Adv. Co., New York. Present radio schedule of three health talks weekly on WOR, Newark, and WMCA, New York, will continue without change.

PRINCESS PAT Ltd., Chicago, to Gale & Pietsch, Chicago.


WBNS
COLUMBUS
ALL YOU NEED IN CENTRAL OHIO!
John Blair & Co. Representatives
1000 WATTS NIGHT
5000 WATTS DAY


LETHELIN PRODUCTS Co., Wood Ridge, N. J., (Magil ant killer) to Wm. N. Scheer Adv. Agency, Newark. Radio will probably be used.

HOTEL and Business Men's Assn. of Saratoga Springs, N. Y., to Milton Rubin Associates, New York. Radio may be used in the fall.

PRINCESS PAT Ltd., Chicago (cosmetics), to Gale & Pietsch, Chicago. Radio, besides *Tale of Today*, on NBC-Red, may be used in the fall.

McKESSON & ROBBINS Inc., Bridgeport, Conn., (Calox, Currier's, Pursang) to Bowman & Columbia, New York. While media plans have not been completed, *Joyce Jordan*, for Calox, will continue on CBS.

R. B. DAVIS Co., Hoboken, N. J., to J. M. Mathes Inc., New York, for Cocomalt. Radio plans not complete.

# Reps

BERNARD COONEY, formerly KWG, Stockton, Cal., manager, has been appointed Southern California representative of McClatchy Broadcasting Co., and the California Radio System, and has established offices at 501 Broadway Arcade Bldg., Los Angeles.

WSFA, Montgomery, has appointed Kelly-Smith Co. as its national sales representative, effective July 1.

GEORGE W. BRETT, sales manager of the Katz Agency, and Mrs. Brett sailed recently for Honolulu.

WALTER S. HOLDEN Jr., of the George P. Hollingbery Co., Chicago representative, is the father of a boy born July 6.

THE Assn. of National Advertisers has issued Volume IV in its series, "Organization and Operation of the Advertising Department." The new study concerns Pepperell Mfg. Co., Addressograph-Multigraph Corp., and the Estate Stove Co.


FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

**FIRST** to open the NEW field in "Home" Facsimile broadcasting.

**FIRST** SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.

**FIRST** to PERFECT automatic, fully visible, continuous feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.

**FIRST** to develop an automatic selective synchronizing method which permits "HOME" facsimile recording in all AC or DC power areas.

The FINCH laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 5-6570.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 West 57th Street
New York City



KSFOCUS

**Spell "perquisite:"** Kids spell **words** like that on our bee for Marco Dog Food. KSFO delivers **things** like that. Know what it means? KSFO will show you.

**No KSFOcussing:** Clients don't swear at us for bawling up transcriptions. Our Automatic Triple Check prevents misses and duplications.

**Marked copy:** That's what we send you. And you're marked for cooperation from grocery, drug outlets when monthly lists of KSFO advertisers reach them.

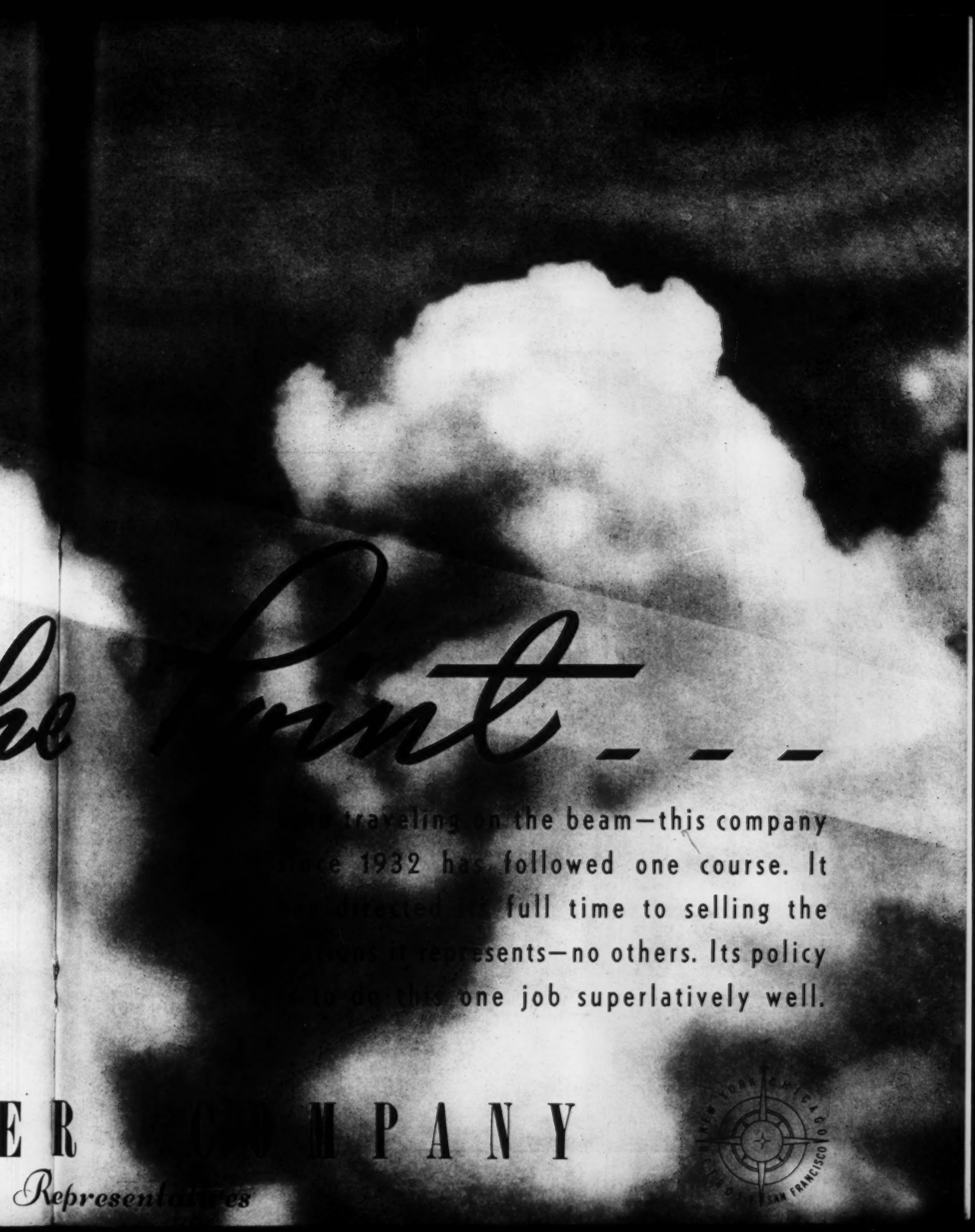
**Delegate at large:** Attention of conventioneers is KSFOcussed by such displays as this advertisers' tie-in at a pharmacy gathering. The arrow below points with pride.

KSFO
"THE AUDIENCE STATION"
SAN FRANCISCO

KSFO-Russ Building, San Francisco
560 KC...5000W day...1000W night
PHILIP G. LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

To the
PAUL
AYMER
Radio Station Rep

To the
PAUL
AYMER
Radio Station Rep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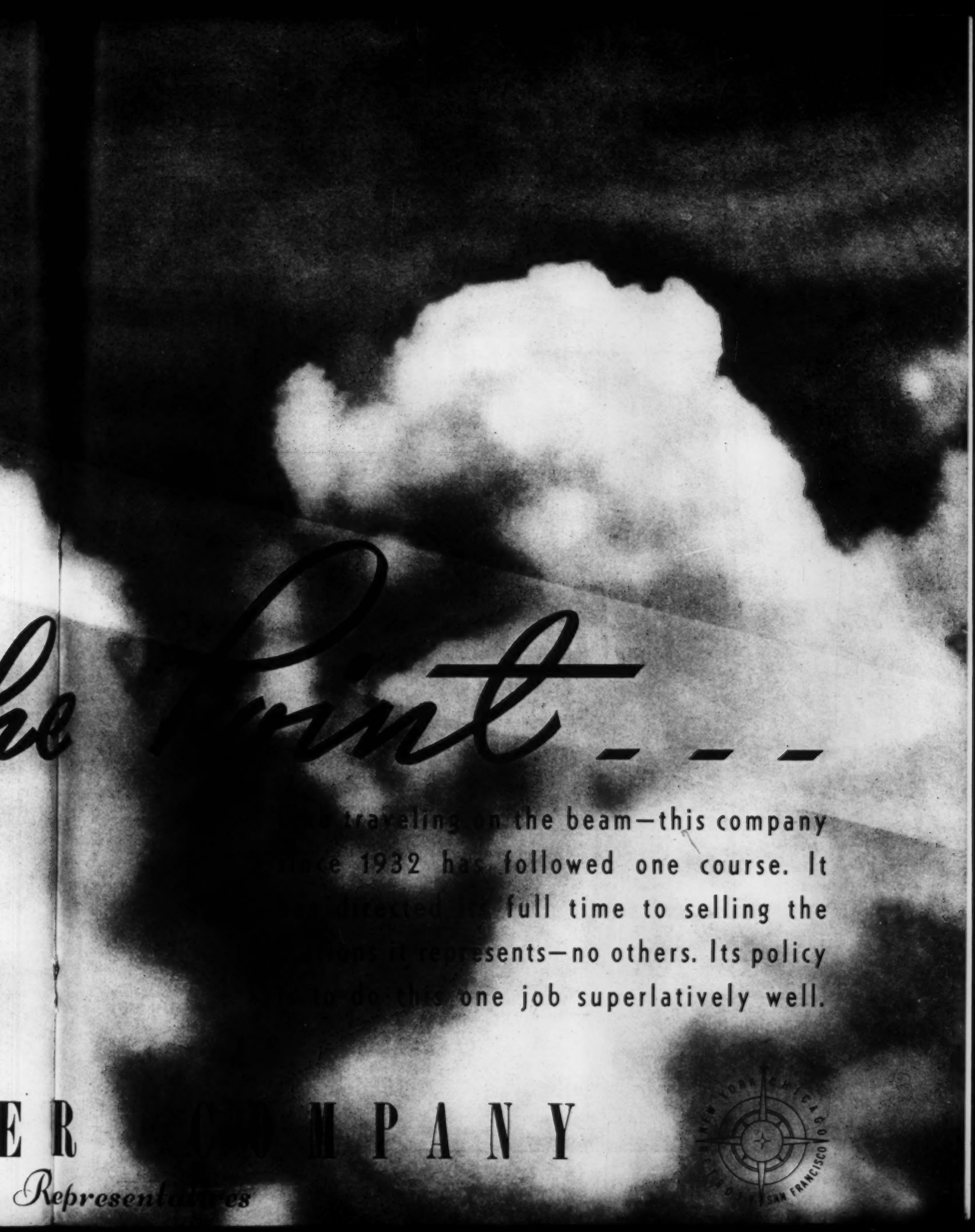
traveling on the beam—this company
e 1932 has followed one course. It
full time to selling the
sents—no others. Its policy
one job superlatively well.
E R MPANY
Representatives
NEW YORK CHICAGO
SAN FRANCISCO

XUM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E R MPANY
Representatives
NEW YORK CHICAGO
SAN FRANCISCO

XUM

If you are thinking about

**JEWISH ADVERTISING**

Think of

**·WLTH·**

NEW YORK

*Jewish Market Information* — *Merchandising Service*

FIRST STREET broadcast limited solely to questions on food and food tastes is aired weekly over KSTP, St. Paul, with Bee Baxter, conductor of the daily *Household Forum*, in charge. Conducted in a breezy, informal style, the program features questions about the problems of left-overs, hash-house terminology, favorite recipes and foods. Broadcasts originate from street corners, alternating between Minneapolis and St. Paul.

* * *

### Names Make Money

OFFERING cash prizes for naming its *Program With No Name*, WIS, Columbia, S. C., also awards theater passes to all contestants in a studio "scrambled proverbs" quiz as well as cash prizes for the winners.

# *Purely* PROGRAMS

### Drama of the Past

A RADIO SERIES of dramatic tales, *Our Yesterdays*, depicting the Fort Wayne community from pioneer and Indian days, is being presented by Bessie Keeran Roberts, local news woman and feature writer, over WOWO, Fort Wayne, Tuesday evenings. Authentic word-of-mouth stories of men and women whose forebears were founders of Fort Wayne are presented.

* * *

### Farm News in a Nutshell

A COMPLETE market summary at *Unhitchin' Time*, new daily hillbilly feature of KFRU, Columbia, Mo., carries condensed summaries of farm prices, trends and comparisons. The 6:30 p. m. program gives Missouri farmers a comprehensive survey of the markets at a time when they can listen conveniently.

* * *

### Loves of Listeners

GAINING enough listener support to warrant a place on an early evening spot, *My Romance* of KGVO, Missoula, Mont., dramatizes real life romances taken from letters submitted by listeners. Cash awards are made for prize-winning letters. Jimmy Barber, KGVO production manager, writes and directs the feature.

* * *

### Cookery Questions

AUDIENCE participation in the *Kitchen Kwiz* program of KGVO, Missoula, Mont., is right from the listener's own loudspeaker. Questions about cooking and food are propounded, with listeners writing the answers and submitting them the following day. The sponsor, a food retailer, gives prizes for best answers. Question technique is mixed with true-or-false routine.

* * *

### Jam From Jelly Joints

IN COLUMBIA, Mo., where Missouri U. students call it "jellying" when they sip a drink and talk, KFRU will start in September with pickups from "jelly joints," where some 7,000 students eat and dance. KFRU is preparing market and sales data for submission to prospective sponsors.

### An End to Wire Trouble

TO AVOID burned out telephone terminals, WMT, Cedar Rapids-Waterloo, Ia., calls listeners for answers to its *Radio Riddles* rather than encouraging them to call in with correct solutions. Under the reversed procedure, listeners leave their phone numbers at one of the sponsor's stores, Benne Alter draws number from a hat, reads a question and then goes through the numbers until he finds someone with the correct answer. Correct solutions win a quart of ice cream.

**700,000th** visitor to the WLS National Barn Dance, staged in the Eighth St. Theatre, Chicago, before a paid audience, was given a console radio by Glenn Snyder (right), WLS manager.

* * *

### Sunday Dancers

A NEW series, *Who's Dancing Tonight*, is being presented Sunday nights on KPO, San Francisco. The feature is sponsored by Joseph Magnin Co., San Francisco women's apparel shop. Gene Clark takes the microphone on the dance floor of the Hotel St. Francis, where he conducts an announcer's contest, with the dancers the participants. A pair of silk hose is given each contestant, with the winner getting an order for three additional pair at the end of the broadcast. Account is placed through Emil Brisacher & Staff, San Francisco.

* * *

### The Mars Viewpoint

MARIONDI, a mythical man from Mars, and answers to sports queries feature the two newest programs of WLW-WSAI, Cincinnati. *Man of Mars*, serial written by W. Ray Wilson, tells the experiences of the Mars-man on earth, using sound effects developed by Don Winget Jr., WLW chief sound technician. *Dick Bray's Question Box*, on WSAI, thrice-weekly answers questions of sports fans.

* * *

### Air-Cooled Girls

DURING the hot weather WIND, Chicago, has started a novel man-on-street series called *Between Us Girls* from the air-cooled lobby of a loop theatre. Kay Kennedy, formerly of WTMJ, Milwaukee, conducts the program, a thrice-weekly morning interview series. An ice cream company is sponsoring the show.

* * *

### To Guide Youths

IN COOPERATION with *Young America*, youth magazine, CBS on July 8 started *So You Want to Be . . .*, a weekly program devoted to the suggestion of possible careers for young people.

**ONLY FARGO? I THOUGHT IT WAS CHICAGO!**

**Fargo stores, and Fargo businesses, are just as modern and as big, as those found in many cities of much larger size! Why? Because Fargo is the shopping center of the entire Red River Valley—one of the country's richest farming sections—home of more than one million prosperous people.**

**And WDAY in Fargo, is the ONLY station that's heard throughout the whole Red River Valley—the best advertising medium between Minneapolis and the coast! May we tell you more?**

**WDAY, INC.**

N. B. C.

**Affiliated with the Fargo Forum**

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

**FARGO N. D.**

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

**WWNC**

ASHEVILLE, N. C.

Full Time NBC Affiliate — 1000 Watts

**MILLIONS of DOLLARS**

—are being spent by tourists in the Asheville area the next two months. One of America's great summer markets, this . . . and WWNC offers you the sole blanket radio coverage! Let's get your schedules going — *immediately!*

### Away With Anchors

PASSENGER interviews, shipboard dance music, and other boat entertainment are carried on *Anchors Aweigh With Jerry O'Leary* of WORL, Boston, five days a week. Under sponsorship of the Eastern Steamship Co. and Community Opticians, Jerry O'Leary boards New York-bound boats in the harbor before sailing, starts the broadcast with two toots of the boat whistle and gets down to matters on deck.

* * *

### Hole-in-One on KSD

A WEEKLY half-hour of interviews and stroke-by-stroke descriptions are carried by KSD, St. Louis, on the *Hole-in-one Golf Tournament* sponsored by Pepsi-Cola Co. through Wesley K. Nash Adv. Agency. Contestants meet at a local driving tee, compete in qualifying rounds for a place among the ten finalists in Friday night matches, which are recorded and broadcast next day, giving contestants a chance to hear themselves on the air. Cash and merchandise prizes go to winners each week.

* * *

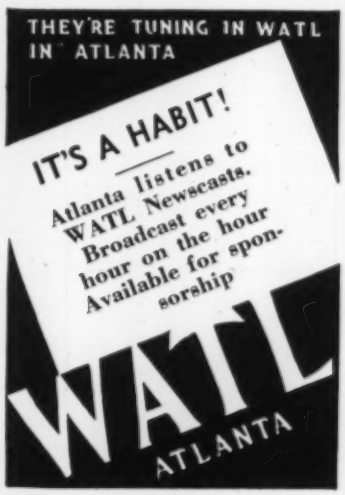
### Grab Bag Bee

NEW wrinkle in spelling bees is that on WLS, Chicago, which features "Grab Bag March" on its Saturday morning spelling bee series for children. The "march" is played at the end of the program and the kids closest to the mike when the music stops draw words from a box and win 50c if they spell them correctly. Only losers can participate in the grab bag and winners of the main spelldown are given cash prizes of $5, $3, and $1. Announcer Don Kelley conducts the show with Howard Peterson at the organ.

* * *

### The Royal Salute

THE Early Bird Club of CKCL, Toronto, conducted by Slim Freckleton, devotes Thursday mornings from 7:45 to 8:45 to warning motorists as they drive to business on one of Toronto's busiest streets, of traffic problems and safety aids. Toronto traffic officers cooperate. When CKCL asks for the royal salute, motorists for blocks either side of the remote control stand sound their horns, attesting to the fact that they are listening to the program. The sponsor is James Lumbers Co., Toronto, largest Canadian chain grocers.



THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

HAROLD V. HOUGH, manager of WBAP, Fort Worth, wears the hat and humorizes on WBAP's weekly *Thirty Minutes Behind the Walls* sustainer broadcast from 100-year-old Huntsville penitentiary. The program, presented entirely by inmates of the Texas prison, takes listeners into death row and among the cells for interviews with prisoners. Warden Lewis E. Lawes has praised the series, which recently passed the 15-program mark.

* * *

### Money for Boners

COMPLETE with a wigged and robed judge and defendants dressed in prison stripes, *The Announcers' Court*, weekly audience feature of KDYL, Salt Lake City, airs listeners' grievances against announcers on mispronunciations, grammatical errors, bulls and boners. The audience sits as jury, and prizes go to plaintiffs offering best announcers' mistakes.

* * *

### Hot-Corner Lingo

BASEBALL broadcast from the third base coaching box is the newest wrinkle of WSPD, Toledo. In a recent Columbus-Toledo American Association game, Fred Haney, manager of the Toledo Mud Hens, and Bert Shotten, Columbus Red Birds pilot, each gave a half-inning resume of their coaching vocabularies.

* * *

### You're On The Air

DESIGNED for amateur actors, WLS, Chicago, has started a Tuesday evening series called *You're on the Air* during which Abbott Ross outlines a plot to the aspiring actors who then enact the unrehearsed scene. The program is given in cooperation with the National Youth Administration under the supervision of the WLS production department. Its purpose is to provide talent employers with a new group of actors and singers.

* * *

### The Probation Problem

A NEW weekly educational series of dramatizations based on case histories taken from files of the probation department of Los Angeles Juvenile Court, has been started on KFI, that city, by Harrison Holliway, general manager. Series, titled *Parents on Trial*, is written by John Boylan, continuity editor of the station. It is approved by civic and official groups.

* * *

### Likes of the Listeners

WFIL, Philadelphia, recently started a twice-weekly series, *Listener Speaks*, on which listeners answer through man-on-the-street interviews, their preferences of program types. *Listener Speaks* will be recorded and played back before a jury of advertising executives, who will tabulate results. The WFIL promotion department intends to publish a brochure analyzing the survey.

### Snooks' Novices

FOR WRITING 30-word introductions for 10 musical numbers played on the Saturday morning *Snooks Studio Starlets* program of WISN, Milwaukee, kids win prizes and get to announce their entries on the broadcast. Prizes are awarded. Aren Beverage Co. sponsors the half-hour show for its new beverage, Snooks.

* * *

### Minor Candidates

ON ITS *Political Column of the Air*, WACO, Waco, Texas, announces nightly the names of candidates who "subscribe" to the program and tells where they are speaking, what they are doing. Each subscriber gets a four-minute interview at some time prior to the primary. Candidates for minor offices thus have a chance to get on the air at low cost.

* * *

### Quiz From Stage

TWO five-man teams are used for *The Court of Inquiry* quiz series on KDYL, Salt Lake City, with a judge in between. Broadcast from the stage of the Capitol Theatre, the series is sponsored by the theatre and another firm. Two announcers are prosecutors and ask questions. Prizes are awarded.

* * *

### Personality Hunters

AMATEUR announcers read and listeners compete in associating each voice with the physical characteristics of the speaker on the *Search for Personality* feature of KGVO, Missoula, Mont. The most accurate descriptions win cash awards each week.

### Opera Previews on KSD

WITH THE current season of St. Louis' Municipal Opera under way, KSD, St. Louis is again devoting a weekly half-hour to *Municipal Opera Previews*, written and produced by Frank Eschen, KSD program director. Previews are broadcast Sunday afternoons in cooperation with the Municipal Theatre Association, and feature artists singing selections from the opus for the coming week. Continuity includes brief plot synopses and data on composers, performers, etc.

* * *

### Norwegian Chorus

THOUSAND-VOICE chorus of the Norwegian Singers Association of America broadcast a half-hour show for NBC-Red over KSOO, Sioux Falls, S. D., June 17 during the 33rd Sangerfest held there. The program was shortwaved to Norway. KSOO engineers used one large RCA unidirectional microphone to pick up the voices.

## W. Armstrong Perry

WILLIAM ARMSTRONG PERRY, 61, educator, editor and former executive secretary of the National Advisory Committee on Education by Radio, died July 5 at his home at Westport, Conn. In 1933 he made a survey of educational broadcasting in Europe for the Payne Fund, and afterward became a specialist in radio in the United States Office of Education. The following year he became service bureau manager of the National Committee. He is survived by his widow Mrs. Montanye Perry, also a writer, and a brother.

GEORGE JENNINGS, formerly of KVI, Tacoma, and more recently radio director of the Cornish School, Seattle, has joined the Chicago Radio Council as writer and producer.


**7 out of 10**
**Listeners to**
**BUFFALO STATIONS**
**tune in**
**WGR or WKBW**
**between 5 and 7 P. M.**
**says Ross Federal**
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
**Represented by**
**FREE & PETERS**


## RADIO AND SCHOOLS

AN EXCLUSIVE channel to operate a shortwave broadcasting station will be asked by the New York City Board of Education to supplement the programs now broadcast by the board on WNYC, New York. That station will continue to serve the schools and will cooperate in the new venture, making use of time not required by the board. James Marshall, president of the board, will ask the FCC for a noncommercial educational high-frequency wavelength.

FIVE TEXAS colleges will participate in the *Educational Hour*, of WBAP, Fort Worth, as the feature continues through the summer. Students prepare and present their own broadcasts, each program originating directly from the individual campuses. It is estimated WBAP will carry nearly 2,000 miles of educational remotes on the program during June, July and August. Baylor University, Waco; North Texas Agricultural College, Arlington; John Terleton, Stephensville; Agricultural & Mechanical College, College Station, and East Texas State Teachers College, Commerce, are on the summer list.

CURRENT world problems will be discussed from the Catholic viewpoint on a 26-week series scheduled to begin on WSAR, Fall River, Mass. in October by the Fall River Alumni Club of Providence College. Faculty members of Providence College, members of the Dominican Order, will speak.

IN SERVING central New York's rural listeners, WSYR, Syracuse, offers nearly 13 hours of farm programs weekly, including both educational and entertainment shows.

SPECIAL broadcasts and a radio workshop are features of the National Music Camp at Interlochen, Mich., meeting in its 11th annual session. The workshop, under direction of W. D. Boutwell of the U. S. Department of Interior, is designed to teach shortwave broadcasting under the recent FCC ruling by which 1,500 school systems will maintain their own shortwave stations. Students are heard in a series of seven Wednesday evening concerts on NBC-Blue network during the July 6-Aug. 17 period.

NORTHWESTERN U is featuring lectures by prominent NBC-Chicago radio actors during its summer school classes in radio. Among those who will address the classes on various phases of radio technique are Virginia Payne, of Oxydol's *Own Ma Perkins;* Robert Griffin, of *Story of Mary Marlin;* Spencer Bentley and Alice Hill, of *Betty and Bob.*

J. W. STUDEBAKER, U. S. Commissioner of Education, in a recent letter to Donald W. Thornburgh, of KNX, Los Angeles, and CBS vice-president in charge of Pacific Coast operations, lauded CBS's *Brave New World* educational series as "a notable contribution in aiding this Government to put into practice the program of cultural cooperation which the American Governments agreed to support at the Buenos Aires Conference in 1936".

WAYNE UNIVERSITY Broadcasting Guild opened a summer series of half-hour dramatic broadcasts over WWJ, Detroit, July 9 with *The Cat Man*, written by Frank Telford. Directed by Garnet Garrison, Wayne University radio chief, the series features students from the summer radio courses.

PATTERNED after NBC's *Town Meetings of the Air*, and directed by the same man, George V. Denny, the first broadcast of the *University Town Meeting* was heard on July 8 on NBC-blue network. Held at Harvard University, on the subject, "Do Trade Agreements Promote Peace Among Nations?", the meeting was the first of five to be broadcast similarly from various educational centers.

STUDENTS in radio program planning and production at Purdue University recently ended three weeks study of radio technique at the second successive graduation exercises broadcast over WFBM, Indianapolis. The students produced, directed and acted *The House on Halstead Street*, a story of Hull House by Jane Addams, as part of the program. Blanche Young, director of radio activities for Indianapolis Public Schools, instructs the class.

AFTER TEN years on the air the weekly *Peter Quince Book Review*, hailed by WRVA, Richmond, Va., as the oldest continuous educational program has been discontinued. The University will begin a new series on WRVA this fall, reviewing only books that can be recommended.

## Prominent Radio Figures Serving as Teachers at NYU Summer Workshop

NEW YORK University Workshop, summer course in radio technique, with Douglas Coulter, assistant program director at CBS, as its director, began its fifth season July 5, with some 65 students registered for the courses in script writing, script production, direction, acting and program building. Classes run from 9 a. m. to 5 p. m. six days a week for the full six weeks of the course, which is designed to give practical training to persons interested in radio as a career. In previous years the Workshop catered mainly to educators who wanted to learn about radio from the purely educational point of view, but this year it is being conducted from the standpoint that it is necessary to understand the entire broadcasting process before one can begin to apply radio's technique to any specific use.

In addition to the class work, students will attend a special lecture each Tuesday evening, given by an authority in some phase of broadcasting. First lecture, on "Network Operation and Shortwave Broadcasting," was given July 5 by Frank E. Mason, NBC vice-president in charge of international broadcasts. Other speakers will include Theodore C. Streibert, vice-president and general manager of WOR, New York, on "Local Station Operation"; Roy Durstine, president, BBDO, on "Showmanship in Advertising"; Paul Whiteman on "The Radio Orchestra"; Deems Taylor, CBS music consultant, on "Serious Music and the Radio"; Dr. Peter C. Goldmark, chief television engineer of CBS, on "Television"; J. R. Poppele, chief engineer of WOR, on "Radio Engineering"; and Robert J. Landry, radio editor of *Variety*, on "Radio Trade Publishing and Publicity." Numerous field trips will be made to broadcasting studios, transmitters and other points of practical interest.

The teaching staff includes, in addition to Mr. Coulter, who lectures on program planning and building, Lewis Titterton, manager of the script division, NBC, and members of his staff on script writing; Max Wylie, director of scripts and continuity for CBS, also on script writing, using his own text, "Radio Writing"; Earl McGill, CBS casting director and instructor in production for the Workshops for the past two years; Robert S. Emerson, assistant in production at CBS, who will lecture on radio acting and conduct field trips; and William A. Wheeler Jr., acting production director of the Educational Radio Project.


**The MOST LISTENED TO Station in Canada's LARGEST CITY!**

**CFCF**
**MONTREAL**

An independent survey conducted by Might Research Bureau—Canadian Affiliate of Ross-Federal—reveals CFCF, Montreal, as the "most listened to" station in this area.

| | |
|---|---|
| CFCF . . . . . | 49.8% |
| Station "A" . . . | 26.8% |
| Station "B" . . . | 15.9% |
| Others . . . . . | 7.5% |

**CFCF & SHORT WAVE CFCX**
(NBC AFFILIATE)

Representatives:
U.S.A.: Weed & Company Canada: All Canada Radio Facilities



*Those Secondary Areas Are Primary Now*
(See CBS Daytime Maps)
THE NEW 5000 WATTS DOES IT!
For a good Primary and an enormous "D" market use
MISSOULA MONTANA **KGVO** NOW 5000 WATTS 1260 kc.
*(CBS Affiliate)*



*In Baltimore, it's*
**WFBR**
ON THE NBC RED NETWORK
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

# Frank Considered For Judicial Post

## Appellate Court Has Appeals On El Paso, Pottsville

APPOINTMENT of Jerome Frank, member of the Securities & Exchange Commission and a prominent New Deal legal advisor, to the U. S. Court of Appeals for the District of Columbia, is being discussed unofficially in Administration circles.

While the appellate court which sits on practically all appeals from the FCC, has its full quota of five justices, legislation has been passed authorizing the appointment of a sixth member who would alternate with other commissioners, thereby serving as a "relief" justice. No formal announcement of the appointment has come from the White House but the report of his probable appointment has not been denied.

Meanwhile, radio appellate activity continued rather brisk, despite recess of the appellate court until the fall term insofar as arguments are concerned.

### KTSM Files Appeal

KTSM, El Paso, Tex., on June 30 filed an appeal from the FCC opinion granting Dorrance D. Roderick a construction permit for a new station in El Paso on 1500 kc. with 100 watts power unlimited time, extending litigation in this case which has continued for more than a year. The following day a petition for a stay order, to restrain the Commission from making effective its appeal until the case is adjudicated, also was filed with the court by Arthur W. Scharfeld and Philip G. Loucks, KTSM counsel.

The unusual course of seeking a "writ of prohibition" against the FCC, prohibiting it from reopening a case reversed and remanded by the same court, except on a single question of policy, was resorted to July 2 by Eliot C. Lovett and Charles D. Drayton, attorneys for the Pottsville Broadcasting Co., applicant for a new daytime station in Pottsville, Pa. Mr. Dayton is president of the company.

Competitive applications for a station in Pottsville have not yet been decided by the FCC. The Pottsville company, however, appealed to the court which on May 9 reversed the Commission and remanded the case for reconsideration in accordance with views expressed in the opinion. The contention was that the court did not send the case back for "unrestricted reconsideration" or enlargement of the record but only on the issue of what was held to be a "secondary ground" having to do with the granting of a local station to other than local people, since "a stranger to Pottsville [Drayton] has the controlling financial interest in the applicant corporation."

Pointing out that the FCC had announced that it expects to allow each party in the case "full latitude" in presenting oral arguments, the Pottsville counsel held that no justification for the procedure could be found in the decision of the court." The attorneys charged it "will make a mockery of the power explicitly vested in this court to review orders of the Commission."

## FTC Studies Ads

(*Continued from page 11*)

mendously" since 1934, when the Commission extended the special board's jurisdiction to this field, but "there is still plenty of room for improvement." At present, he estimated, advertising complaints are divided about 50-50 between radio and the printed medium.

Hinting that the Food & Drug Administration of the Department of Agriculture was "sticking its neck out" if it has given advice about advertising copy before complaints were made under the old act, the Commission emphasized its position as a quasi-judicial body and declared that it could give no pre-complaint advice to advertisers.

"The FTC has received many requests from radio stations for advice and information concerning certain advertisers and their products," explains a bulletin on procedure in advertising cases, just issued by the FTC. "The Commission cannot give the information requested in many cases either because the matter may be under investigation or the Commission is not fully advised of all the facts and cannot render an opinion therein.

"It is the policy of the Commission to treat as confidential all proceedings prior to the acceptance of a stipulation, or the issuance of a complaint. After that, proceedings are for the public record, which are available to anyone who may request it, after a stipulation has been accepted and approved, or complaint issued."

The Commission also pointed out that in judging the false or misleading character of advertising it is interested in the impression of an advertising statement on the reader rather than the literal truth. While scare-type and pictures do not enter into the radio picture, commercial announcements must avoid giving the wrong impression to listeners tuning in after a broadcast has begun, the FTC observed.

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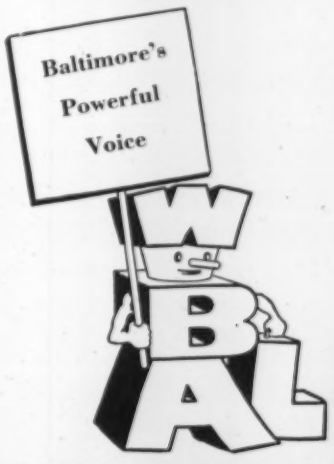
GEORGE SNELL, production manager of KDYL, Salt Lake City, is compiling a handbook of program ideas for use of the KDYL production department.



## Taylor Aide to Lewis

DAVIDSON TAYLOR, formerly director of the music department, CBS, has been appointed to the new post of assistant to William Lewis, vice-president in charge of programs. He is succeeded as head of the music department by George Zachery, who was assistant to Taylor on serious music. That position is now occupied by James Fassett, who formerly worked on light music. Alton Rinker, handling light music, has been an assistant in the department.

Mr. Taylor

## Program Files

THAT the FCC expects stations to maintain a complete continuity file of all program material broadcast, was revealed July 6 by T. J. Slowie, Secretary. In replying to an inquiry in connection with a program complaint, in which the specific question was raised as to whether it is incumbent upon a station licensee to maintain such files, Mr. Slowie declared that while there is "no regulation requiring the maintenance of such a file, it is understood that many stations have adopted this procedure."


THE VOICE OF MISSISSIPPI

WJDX

5000 Watts

JACKSON

N.B.C.

GAS TAX RECEIPTS INCREASE 60%

Mississippi gas tax receipts for the first 6 months of 1938 showed a steady increase month by month. Receipts for the first quarter alone were nearly $500,000 greater than for the same period in 1937 —an increase of more than 60%.

MORE BUYING POWER— LESS TAXES

A special session of the Mississippi Legislature is now underway — preparing legislation to exempt Mississippi homesteads from taxation. Less taxes mean more purchasing power in Mississippi.

Invest your advertising dollars with WJDX—the only media that covers the Mississippi buying belt.

Owned and Operated By

LAMAR LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

# ON THE JOB!

A group of Wheeling business men took hold of the National Salesmen's Crusade — "Sales Mean Jobs." Intensive plans included a public mass meeting, which were aimed to make buyer and seller alike, conscious of the important part to be played by each in smothering recession.

WWVA was called in on the job, and went to work with sleeves rolled shoulder high. Listeners were urged to attend the Mass Meeting. An half-hour sales dramatization was prepared and presented at the meeting and all decks were cleared to permit broadcasting of the hour and a half feature.

Result! The most highly successful and enthusiastic mass meeting ever held in Wheeling. Here's what a leading Wheeling business man wrote us about the entire affair.

"I think more credit could possibly go to you than any other one individual in following through from our original plans and in making last night's meeting a real success. When we saw the crowd in the Auditorium, I am sure we observed the power of radio."

We're proud of this job because we crave to get behind all movements which mean more business for everyone. You can always count on "The Friendly Voice From Out of the Hills of West Virginia" to get right on top of every job.

National Representatives

JOHN BLAIR & CO.

NEW YORK . . . CHICAGO

DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS

WWVA

## JCRR at Ease

JOINT Committee on Radio Research is showing no haste in selecting a new executive secretary to replace Paul Peter, who resigned June 1 to become research director of the NAB. No meeting of the Committee has been scheduled and when one is called, it will probably confine its actions to appointing a subcommittee to chart future policies, according to L. D. H. Weld, research director of McCann-Erickson and chairman of the technical subcommittee.


**PROGRAM MART**

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

SPONSOR SATISFYING SHOWS FOR STATIONS & AGENCIES ✓


# Changes in New Procedure Rules

*(Continued from page 17)*

plicant has reaffirmed his intention of seriously prosecuting the application.

On behalf of the rules committee, it was stated the purpose of the revised rules, under consideration for two years, is to simplify procedure and to have the original application serve in the nature of a "pleading". Procedure in connection with amendment of applications also is broadened and clarified so as not to outlaw amendments within 30 days before hearing. The new application forms would be more comprehensive and would tie into the plan requiring stations to submit detailed operations data on an annual basis [see article page 11].

### Text of New Rule

The proposed new rule dealing with former members and employes of the Commission would read as follows:

"No person holding office or serving as an attorney at law, or as an examiner, in the FCC, on or after the adoption of this rule, shall be permitted to practice, appear, or act as an attorney in any case, claim, contest, or other proceeding before the Commission on or in relation to any matter which was pending before the Commission at the date of the separation of said person from the said service. The provisions of this rule shall not apply to any person practicing, appearing, or acting as an attorney in behalf of any municipality, or State, or the Federal Government in any case, claim, contest, or other proceeding before the Commission. Nothing herein shall be construed to prevent any former officer or employe of the FCC from appearing as a witness in any hearing, investigation, or other proceeding before it."

### Application Requirements

The new rules would specify that amendments of applications could be filed provided the Commission and all parties of record are notified not less than 30 days prior to the date set for the hearing. Amendments filed within 30 days of a hearing may be allowed in the discretion of the Commission upon petition.

Another revised rule would provide:

"No application may be amended as a matter of right, as to identity of applicant, the parties in interest, frequency, power, hours of operation, equipment, approximate location of station (or points of communication in cases of stations other than broadcast) unless such amendment is filed with the Commission prior to the date of the designation of such application for hearing."

Indicating further that the Commission desires detailed information, a new proviso would read:

"Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms."

### Renewals of Licenses

Renewal of licenses would be filed at least 60 days prior to expiration and as a part of each such application, data required on the new FCC forms No. 705 and 706 would be required. These require a balance sheet and income statement. The balance sheet would show the financial condition of the applicant as of close of business June 30 or Dec. 31, as the case might be, next preceding the date of the filing of the application. The income statement would cover a similar period.

In event the license period is one year, the proposed rule specifies, or in the event no application for renewal is to be filed because of the pendency of some other proceeding, the licensee nevertheless would be required to file the balance sheet and income statement covering the fixed periods of six months. Each form would be submitted under oath and executed by a responsible person in the organization.

### Consents and Control

Regarding consents for assignment of a construction permit or license or transfer of control, the rule specifies these should be filed at least 60 days prior to the contemplated effective date of assignment or transfer. With each such application there would be submitted under oath all information required in the Commission forms No. 704, 705 and 706 covering inventory of station property, together with the profit and loss statement and the balance sheet, respectively.

Regarding designation of applications for hearing, the new rules would specify that the applicant, in order to avail himself of the opportunity to be heard, shall, within 15 days, file with the Commission a statement under oath, "that he will appear and present evidence in support of his application on such date as may be fixed for hearing. Such statement shall be accompanied by an affidavit of service of copies thereof, in person

**UTAH is a good market, BUT . . .**

In this compact Central Illinois area—one-twelfth the area, are 27% more people. They have $491.00 per capita spendable income annually. They buy more autos, more clothes, more soap, more of the things you have to sell.

WMBD—with increased power (5,000 watts day time—1,000 nite) gives complete, low-cost coverage of this market. 92 national advertisers proved to their own satisfaction in 1937 that WMBD is the medium to cover Central Illinois.

MEMBER C B S NETWORK

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

**KFRU**

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

**KATE**

250 WATTS
1420 KC

The friendly rivalry between Albert Lea and Austin is one of the factors which have made the retail merchants in these two communities outstanding, when compared with cities of similar size. These merchants respond quickly and definitely to your merchandise when advertised over KATE.

ALBERT LEA BROADCASTING COMPANY

E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in

Albert Lea and Austin

MINNESOTA

or by registered mail upon all other parties named in the notice of hearing."

"Within 25 days of the mailing of the notice by the Secretary," continued the proposed rules, "any respondent named in said notice who desires to participate in the hearing shall file with the Commission his statement, under oath, that he will appear at the hearing on the application on such date as may be fixed for the hearing. Such statement shall be accompanied by an affidavit of service of a copy thereof, in person or by registered mail upon the applicant."

It is further specified that in case no such statement is filed by the applicant within the time specified, his application will be deemed in default and denied. If it is filed in time, the application will be entered upon the hearing docket and a notice of the time and place given.

In setting up the motions docket, the proposed rules specify that all motions, petitions, or matters in cases designated for formal hearing, except motions and petitions requiring final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission, shall be placed upon the motions docket for hearing. The Commission would designate a commissioner or an examiner to preside over the motions docket and the person so designated would have power to hear the motion, petition, or other matter and to finally determine or otherwise act on it. In cases to be heard by the Commission or a commissioner, the Commission would designate a commissioner only to preside over the motions docket. The motions docket would be called at 10 a. m. in the offices of the Commission on Tuesday and Friday of each week or at such other time as might be fixed by the Commission.

Duke M. Patrick, president of the Federal Communications Bar Assn., declared the proposed rules of practice and procedure would be referred to the standing committee on practice and procedure of which Arthur W. Scharfeld, Washington attorney, is chairman. This committee will report to the executive committee of the association, which in turn will take appropriate action prior to the Sept. 15 deadline set by the Commission for a report from its rules committee.


LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

**FIRST WOMAN** baseball announcer in the country is Helen Dettweiler, 23-year-old Washington, D. C., golf champion and athletic star, who recently joined the staff of General Mills baseball announcers under the direction of Knox-Reeves Adv. agency. Miss Dettweiler will operate on a roving assignment which will carry her to most of the 69 stations broadcasting baseball for General Mills.

## MARINE PROGRAMS
### Are Features of Northwest Broadcasts

MARINE flavor dominated the broadcast schedules of KOIN, Portland, and KVI, Seattle, during the last fortnight, with the opening of Bonneville Dam locks to ocean-going vessels for Portland and The Dalles, and arrival of the U. S. fleet in Puget Sound in Seattle.

KOIN used seven announcers and a large technical staff in two broadcasts July 9 as the steamer *Charles L. Wheeler Jr.* went through the sea-lock of the gigantic $52,000,000 Bonneville Dam across the Columbia River and steamed on up to The Dalles, world's newest seaport. During a half-hour nationwide CBS broadcast, KOIN announcers on the scene and flying overhead in a United Air Lines plane followed the ship through the locks, past the dam, and on toward The Dalles, 90 miles above Portland. The second broadcast, from The Dalles described the city's celebration welcoming the first seagoing vessel at its new port. Handling the remotes were Marc Bowman, Ivan Jones, Art Kirkham, Stanley Church, Don Douglas, Milton Wood and Johnnie Walker.

KVI covered "Fleet Week," June 25 to July 4, in Seattle by shortwaving the Mayor's welcome and a one-hour "exploration" of the *California*, flagship of the fleet, airing the two formal Navy balls, and remoting descriptions of the 4th of July navy parade. Announcers Torland and Runions handled the shipboard relay.

## Quaker Oats on NBC

QUAKER OATS Co., Chicago, will start a half-hour variety show [BROADCASTING, July 1], on 70 NBC-Red network stations Sept. 26, 8-8:30 p. m. It is understood that negotiations for *Tommy Riggs & Betty Lou* are being concluded. Ruthrauff & Ryan, Chicago, is agency for Quaker Oats.

## *McNINCH RAPPED, PAYNE PRAISED BY REP. CONNERY*

THE LAST word in verbal fisticuffs over a radio investigation which prevailed during the late session of Congress in the form of "extension and revision of remarks" in the *Congressional Record* was credited to Rep. Lawrence J. Connery (D-Mass.) in the July 5 post-adjournment issue of that official compendium.

Using a brand of invective that surpassed anything he had inserted in the record during the session, Mr. Connery deplored the defeat of his resolution to investigate radio generally. He berated the "influence of the radio monopoly"; decried the "intrusion" of "indecent, profane, and obnoxious radio programs" in the American home; described Chairman McNinch as a "Charley McCarthy" who "danced to the music of the radio 'Pied Pipers', as he did in 1928 when he deserted the Democratic Party to support President Hoover; reiterated charges that RCA "corrupted elected representatives of the people"; attacked CBS on its listed securities value; renewed charges that two commissioners, "by their official acts, made the present radio monopoly possible" and on leaving the Commission became vice-presidents of CBS, and finally stated "a present high executive of one of the radio chains secured his position and draws a princely salary each year because of his ability to influence a Washington banker to advance several thousands of dollars to an official of the governmental agency, in charge of regulating radio, to equip radio stations, which he held with others, contrary to law."

Rep. Connery also paid tribute to "the Honorable George Henry Payne, who some years ago, after realizing the mess which exists in radio, had the courage to speak out and to seek some method, within the Commission, to protect our American homes from the foul and nauseous radio programs being daily and nightly broadcast therein."

BASTILLE DAY, France's "Fourth of July," celebrated July 14, was the subject of broadcasts on CBS, NBC and New York stations WMCA and WBNX. Maurice Chevalier, stage and screen star, was heard from Paris on WMCA, through its arrangement with Radio Cite, and on CBS.

## Marked Progress Noted In Latin American Radio

NOTICEABLE strides in developing radio advertising have been made in Latin America within the last two years, according to Irwin A. Vladimir, chief of the foreign division of Maxon Inc., after checking radio habits in Venezuela and Colombia during an extended South American visit. "The high quality of American shortwave programs has boosted the sale of radio sets and American broadcasts are getting a bigger reception than ever before," Mr. Vladimir said. "Lack of local talent has made it difficult for an American manufacturer to sponsor good local programs, but many American firms have scored hits with electrically transcribed programs prepared in the U. S. Television is still unexplored, but many of the stations expressed great interest."

The new Federal administration in Venezuela has aided business, he said, and business in Colombia is likewise expected to boom after the inauguration of its new president in August.

## White King Renews

WHITE KING SOAP Co., Los Angeles (granulated soap), sponsoring the thrice-weekly quarter-hour transcribed dramatic serial, *Lady Courageous*, on 10 stations nationally, thru Barnes-Chase Co., that city, on July 8 renewed for another 13 weeks. Series is produced and cut by C. P. MacGregor, Hollywood transcription concern.


Results
COUNT
MOST
CKY
Winnipeg
15,000 Watts
Western Canada's
Largest Station
WEED & COMPANY
RADIO STATION
REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO



ONE OF THE RICHEST
EASTERN MARKETS
In a hundred thousand radio homes
known as
*Friend and Neighbor*
NBC
WJTN
JAMESTOWN, N.Y.

Thousands of Homes in the Rich Ohio River Valley States One of the Largest Purchasing Areas in America Keep Their Dials on

**820 Kc**

To Hear the Old Reliable Pioneer

**WHAS**

**50,000 Watts**

**LOUISVILLE**

★

The Courier-Journal
The Louisville Times

★

Has Been Keeping Old Friends and Making New Friends for More Than 16 YEARS

EDWARD PETRY & CO.
Radio Representatives
New York Chicago Detroit

## TRANSCRIPTIONS

A SERIES of 65 15-minute transcriptions of *Hymn Time With Smilin' Ed McConnell*, available for local sponsorship on a one-to-five time basis weekly, has been cut by Mid-West Recordings Inc., Minneapolis, and is being offered to sponsors, agencies and stations along with a low-cost giveaway "Book of Hymns" containing also illustrations and anecdotes. Because of Smilin' Ed's network contract, the series will not be available to companies advertising paints, varnishes or floor wax; Mid-West also reports companies selling liquor, tobacco, patent medicines etc. will not be acceptable as sponsors.

STANDARD RADIO Inc. announces the following new subscribers to its program library; KGLV WIS WBCM WCPO WNOX WMPS KFAM WCOU KUTA KWEW KTHS WTOL KTRI KRIC KWLK KGAR KYSM CFQC.

C. A. KRACHT has joined the sales staff of Allan-Alsop-Eddy Radio Recording Corp., and Ted Byron has been appointed head of the continuity department. Mr. Kracht has been with WMCA, New York, Radio Sales, and WINS, New York; Mr. Byron was formerly with the Fox and Paramount studios in Hollywood and has been a continuity writer for WBS.

FLOYD DOAN, formerly account executive of Skelly Oil Co. in charge of merchandising *The Air Adventures of Jimmie Allen* transcription series, has been appointed vice-president of Press Radio Features Inc., Chicago, according to Frank Hemmingway, president.

### True Story

A TEXAS advertising salesman representing a printed page medium recently heard a spot announcement on WACO, Waco, Texas, regarding the services of a local chiropractor. Disgruntled, he made his way to the chiropractor's office to chide him for using radio instead of the printed page. When he left the office, he had undertaken a series of treatments at the hands of the radio-minded practitioner.

FRED C. MERTENS, president of Mertens & Price, Los Angeles production concern, after ten months in the East and South, has returned to his west coast headquarters for the summer and reports an optimistic outlook for fall. Mertens & Price is producing two new 52 quarter-hour episode serials. *Your Family Counselor*, is being cut by Radio Recorders, Hollywood, and *Night Court* by C. P. MacGregor, Hollywood. Firm has completed the Isabel Graesemer series, *Was My Face Red*, which relates embarrassing moments.

NBC has completed a new transcribed musical variety series, *Listeners' Club*, presenting several NBC artists and Peter Donald as master of ceremonies in separate quarter-hour programs.

F. R. JONES now represents Aerogram Recording Studios, Hollywood, in the Midwest, with office in Chicago at 228 LaSalle St.; A. Hawley, in Ohio, Western Pennsylvania and Eastern Tennessee, out of the Cleveland office, 1635 E. 25th St.; and Kasper-Gordon Studios, Boston, in New England.

ASSOCIATED Broadcasting Co., has recorded the second series of 20 dramatized announcements for Kik Co., Toronto, makers of soft drinks, for placement on stations in Montreal, Toronto, Winnipeg and Vancouver.

RADIO Transcription Co. of America, Hollywood, on July 5 started its annual 30-day sales convention for district field managers. Fall production begins Aug. 1 and includes eight programs weekly over a period of 39 weeks.

ERIK BARNOUW, who conducts a course in radio at Columbia University, plans for his 1938-9 season a series of 26 guest speakers. Among them will be Arthur Pryor, BBDO; Lewis Titterton, NBC; Jack Johnstone, Biow Co.; Paul Kesten, CBS; and Cesar Saerchinger, former CBS European representative.

MOTORISTS, traveling and local, are interviewed from their cars to promote safe driving on the five-weekly *Hey! Mr. Motorist* feature, sponsored by Kellogg Co., Battle Creek, on WGL, Fort Wayne, Ind. To plug the sponsor's name and product, a large box of Corn Flakes is given each interviewee and a sign stressing *Hey! Mr. Motorist* and Kellogg tie-up is placed on the street corner two hours before each broadcast. Carl Vandagrift and Bill Davies, cooperating with Fort Wayne police, direct the feature.

## License Granted to RCA For Long-Playing Discs

A NON-EXCLUSIVE license to manufacture electrical transcriptions and long-playing records under patents owned by Frank L. Dyer Inc., has been issued to RCA, according to an announcement late last month by A. Ralph Steinberg, president of the company and also president of Radio & Film Methods Corp. Similar licenses also have been issued to Western Electric, Electrical Research Products Inc., its subsidiaries, and Decca Records Inc., according to Mr. Steinberg.

The licenses cover 33 1/3 rpm transcriptions and at even lesser speeds. The firm recently recorded 64 minutes on a 12-inch disc, 350 lines to the inch, at 16.6 rpm. It is claimed the field now is open for the possible production of one single four-hour program to be produced on a 16-inch double-faced electrical transcription for broadcasting purposes.

## Aluminum Complaint

COMPLAINT has been filed with the FCC against KROW, Oakland, Cal., by the Aluminum Wares Association, Pittsburgh, Pennsylvania alleging that the station had broadcast certain programs containing derogatory statements about the use of aluminum ware. The association claimed the statements were false and contrary to public interest. It was also contended by the association that certain competitors of aluminum, which used propaganda in selling their own products, had been brought before the Federal Trade Commission recently.

**FARMERS AREN'T HICKS!**

**FARM SURVEY PROVES NEBRASKA FARMERS PREFER "METROPOLITAN" WOW**

LONG RECOGNIZED as the "metropolitan" station in its rich market, WOW now learns that it is also the preferred farm station of the state. Ross Federal Research Corporation representatives surveyed farm men and women in each of Nebraska's 93 counties . . . came back with two salient facts: farmers have ears for radio, and, Nebraska farm ears are most receptive to WOW. Ross Federal proved WOW's oft-repeated claim—that it offers advertisers more impacts at less cost! Write for details of the survey—"Farmers Aren't Hicks."

**WOW**
OMAHA, NEBRASKA
590 KC. 5000 Watts
JOHN J. GILLIN, Jr., Mgr.
*John Blair Co., Representatives*
Owned and Operated by the Woodmen of the World Life Insurance Society
ON THE NBC RED NETWORK

*For specialized and intimate approach to the* FOREIGN RESIDENTS

**69%**

OF METROPOLITAN NEW YORK

*the answer is* **WBNX** NEW YORK
1000 WATTS DAY AND NIGHT

*The Station that Speaks Your Language*

**free! Yes, it's Ready!**

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

**WGES-WCBD-WSBC**
**Chicago**

# Agencies

TOM LEWIS, who has been handling production on the *Kate Smith Hour* for Young & Rubicam, has been appointed supervisor of radio production.

WILLIAM GALLOW, formerly director of media for Brown & Tarcher and Donahue & Coe, New York, has been appointed head of the media department of Ivey & Ellington, Philadelphia.

ROBERT SMITH, CBS script-writer on *Saturday Night Swing Session*, has resigned to join Wm. Esty & Co., to work on R. J. Reynolds' *Camel Caravan*.

MILTON J. BLAIR, formerly vice-president and a director of J. Walter Thompson Co., has joined the New York office of Sherman K. Ellis & Co.

WARD WHEELOCK Co., Philadelphia, has named Richard Dunne as director of media.

BURDETTE CURNETT has been named head of the copy staff of Danvers & Trunk, Denver, with Arthur C. Jones and J. Bruce Vesey new account executives.

EDWARD OAKFORD, formerly radio director of Fanchon & Marco, New York, has been appointed manager of the radio department, Ferry-Hanly Co., New York.

MARSHALL HIBBARD has returned to Beaumont & Hohman, San Francisco, as production manager and art director.

A. H. BOWLES, formerly sales and advertising manager for various firms and Byron G. Shrader, formerly in motion picture public relations work, are now operating Bowles & Shrader Advertising, with headquarters in Spokane, Wash.

W. F. CARLEY, formerly with J. Walter Thompson Co., San Francisco, is now with Dan B. Miner Co., Los Angeles.

NELSON SHAWN, radio director of Neisser-Meyerhoff, Chicago, now in Los Angeles, is producing the six-weekly quarter-hour CBS Pacific network *Catalina Islander* program, sponsored by Wilmington Transportation Co. from Catalina Island.

THE Canadian Assn. of Broadcasters has announced a list of 26 advertising agencies enfranchised to handle advertising business for Canadian stations and to collect a 15% commission from them. These agencies have met the CAB financial and ethical standards.

FRANK SCHLESSINGER, formerly with the Hearst newspapers and more recently with the *San Francisco Examiner*, has been added to the staff of Allied Adv. Agencies, San Francisco, as account executive.

BRUCK-SACKS Inc. and Ratcliffe Adv. Agency, Dallas, have been merged.

R. M. KIRTLAND, formerly of Kirtland-Engel, Chicago agency which recently discontinued business, has joined the McJunkin Adv. Co., Chicago, as account executive.


•

*News*

*is your best bet*

**TRANSRADIO**

•


## ANPA Media Data

TOTAL national advertising expenditures for newspapers, magazines, network radio, outdoor and car cards in 1937 amounted to $467,334,000, according to a booklet, "What They Spent in 1937", recently issued by the Bureau of Advertising, American Newspaper Publishers Association. Broken down by media, the advertising dollar was spent as follows: Newspapers, 40.9 cents; magazines, 35.5 cents; network radio, 14.7 cents; outdoor, 8.4 cents; car cards, 0.5 cents. Individual expenditures are listed for 422 national advertisers who spent $50,000 or more in newspapers during the year, of whom 316 also advertised in magazines and 118 also used network radio. While the totals are meaningless, as they do not represent all of the advertisers in any medium, it is interesting to note that, for the advertisers listed, the average expenditure for radio was $472,920, for newspapers $376,054, and for magazines $267,592.

## Omega Oil Plans

OMEGA CHEMICAL Co., Brooklyn, N. Y. (Omega oil), has appointed Redfield-Johnstone, New York, to handle its advertising, with the exception of radio, which will continue to be placed through Husband & Thomas. While no radio is being used at present, the company expects to resume in the fall. Last season 25 stations were used for announcements and programs.

MRS. ELIZABETH SWALLOW, account executive of Allied Adv. Agencies, San Francisco, and C. W. Macfarlane, West Coast representative of Brooke, Smith & French, headquartered in that city, were married in Salt Lake City July 5.

ALVIN WILDER Adv., Los Angeles agency, has moved to 1310 South Grand Ave., that city.

METROPOLITAN Adv. Co., New York, has opened a branch office at 462 E. Third St., Los Angeles, with A. F. Nelson in charge.

TOM FOLEY, formerly with the publicity staff of N. W. Ayer & Son, N. Y., has joined the public relations department of BBDO Inc., New York, to work on Ethyl Gasoline Corp.


Cover FORT WORTH and DALLAS at One Low Cost

JOHN I. PROSSER
*Eastern Sales Manager*
Room 1756, Rockefeller Center
630 Fifth Avenue
New York City

KGKO

FULL TIME NBC OUTLET
MIDWAY BETWEEN
FORT WORTH and DALLAS


## Max and Heroes

SO EAGER was Max Greenberg of Providence, R. I. to get a radio job that he bought *This Week's Heroes* and is presenting it on a sustaining basis over WNBH, New Bedford, Mass., just to prove his announcing ability. The quarter-hour show is produced by Harry Martin Enterprises, Chicago.

HAROLD R. DEAL, advertising and sales promotion manager of Tide Water Associated Oil Co., San Francisco, and past president of the San Francisco Advertising Club, was elected president of the Pacific Advertising Clubs Association at its convention in Los Angeles in late June.


ON OR ABOUT SEPTEMBER FIRST

50,000 watts

WWL

NEW ORLEANS

CBS

TRY WALKING IT SOMETIME, BOYS!

The distance between WAVE and its nearest N. B. C. neighbor is more than 100 miles! Considering that WAVE carries almost *all* of N.B.C.'s best features, anyway, that's far enough to keep Louisville people *tuned* to WAVE practically *all* the time! . . . 1,027,918 people in the Louisville trading area are regularly available at WAVE's *low rates*. It's a *bargain* any way you say it!

An N. B. C. Outlet

*NATIONAL REPRESENTATIVES: FREE & PETERS, INC.*

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

## ASCAP Pleas Denied

THE special three-judge court in Pensacola on July 11 denied the motion of the State of Florida to vacate the injunction against the State anti-ASCAP law, according to an announcement July 13 by ASCAP headquarters in New York. Simultaneously, it was stated the court denied a counter-motion by ASCAP to substitute the name of Attorney General G. Couper Gibbs for that of the late Attorney General Cary D. Landis [see earlier story on page 15].


*Did*

**You Ever Play "Hide-go-seek"**

**. . With Your Copies of BROADCASTING ?**

Unfortunately, copies of BROADCASTING do get misplaced. Especially around a busy office—when you need them most. Remember when that happened to you? But the remedy is simple. Just order one of the new, specially constructed binders, large enough to accommodate every issue throughout the year.

**$2.50 POSTPAID**

*Your name in gold 25c extra*

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.


## FCC Approves Transfer Of KVOS and Refuses Publisher's Application

THE bitter controversy between KVOS, Bellingham, Wash. local, and the *Bellingham Herald*, pending before the FCC since 1935, was decided July 13 when the Commission granted KVOS a renewal of license and denied the application of Bellingham Publishing Co. for a new local station. Together with the renewal of the KVOS license, the FCC approved assignment of control of the corporation, operating the station, KVOS Inc., from Westcoast Broadcasting Co. to Rogan Jones, manager and operator.

In denying the *Bellingham Herald* application, the Commission held the community was well served and that the evidence failed to show the need for an additional station. The Commission pointed out that the principal witness for the newspaper had been asked whether the demand for another station had not developed until the *Newspaper of the Air*, a feature over KVOS, was started. The witness replied "Well, it is virtually so."

## New Elmira Plant

BOTH WESG, operated by *Elmira Star-Gazette*, and WENY, new 250 watt daytime station in Elmira, N. Y., for which the company has a construction permit, will be housed in the new seven-story addition to Elmira's Mark Twain Hotel. Studios will occupy one complete floor. Since establishment of WESG studios six years ago, the station has been located in the Mark Twain. According to Dale L. Taylor, WESG-WENY manager, the new studios will afford five times the space now occupied. Present studios will be converted into executive offices. Construction will be completed in the fall, when WENY is expected to take the air.

KQW, San Jose, Cal., on July 12 was authorized by the FCC to increase its daytime power to 5,000 watts, effective July 22. It operates on 1010 kc., and will continue using 1,000 watts nights.

## PHONELESS HOMES Are Surveyed in Detroit by Adcraft Club

CASTING light on a listener group heretofore neglected—families with no telephones—Wayne University developed "listening tables", to be filled out at home by families of school children, and carried on a survey for the Detroit Adcraft Club. Only 36.9% of the families checked had phones.

Conducted by Garnet R. Garrison, director of Wayne University's Broadcasting Guild, 1,369 "listening tables" were studied and tabulated. They indicated that 1,156 families or 5,126 persons listened at some time during the check. Students of Wayne University, three high, three intermediate and seven elementary schools were given tables by their teachers, instructed to take them home and keep them by the radio. As members of the family listened, they recorded the program received.

It is estimated that an equivalent coincidental telephone survey would have required 98,000 calls to achieve the same scope—72 quarter-hours each for 1,369 families. The study also showed which station enjoyed the largest listening audience any one day.

## Hammond Restrained

HAMMOND CLOCK Co., Chicago, manufacturer of the Hammond electric organ, was ordered by the Federal Trade Commission July 12 to cease and desist from "misleading representations" regarding the instrument's ability to produce pipe organ music. The FTC order prohibits the representation that the electric organ as now constructed can produce the entire range of tone coloring of a pipe organ, and similar claims.

## Several Seek 900 Kc.

KFBB, Great Falls, Mont., has asked the FCC for a shift to 900 kc. with 5,000 watts day and night. It now operates with 1,000 night and 5,000 day on 1280 kc. Also seeking a shift to 900 kc. is KRMC, Jamestown, N. D., seeking 500 watts night and 1,000 day. It now operates on 1370 kc. with 100 night and 250 day.

# Changes Probable In Operator Rules

### FCC Hearing Yields Several Objections From Unions

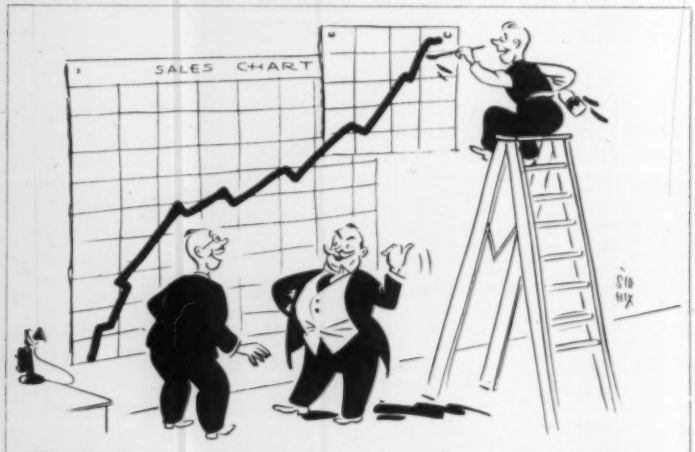
AFTER two days of open hearings on proposed changes in radio operator rules July 11-12, the FCC recessed further hearings until Sept. 14, when operator representatives will appear with written "exact word" recommendations as to changes in the regulations. The recent hearings, termed "very satisfactory" by E. K. Jett, FCC chief engineer, in charge of the hearings, gave evidence that some changes will be made, since operators from both the radiotelegraph and radiotelephone fields were not in full agreement with present rules.

Mr. Jett told BROADCASTING the FCC will publish a synopsis of the testimony taken during the two days to acquaint interested parties with both sides of the question. The hearings, conducted informally with witnesses being allowed to question Mr. Jett and Comdr. E. M. Webster, FCC assistant chief engineer, sitting with him, were participated in by more than 30 witnesses.

#### Eligibility Standards

Main exceptions to the rule changes were concerned with the "physical, mental and moral" standards as eligibility requirement (Rule 161.01); provision that applicants for license renewals be required to pass examinations as for original licenses (Rule 164.05), and the requirement that operators point out all defects and imperfections in the radio equipment they operate (Rule 169.02). The operators declared the FCC did not have the "bedroom powers" ascribed in Rule 161.01, and that personal fitness for a job was a matter to be left with the employer. They also favored license renewals on a basis of experience and said that Rule 169.02 put operators "on the spot" by laying them open to losing their jobs, since "an employer might look around for someone who doesn't see so well".

Radiotelegraph and marine operators dominated the hearings, and domestic radio operators' representatives did not take the stand until shortly before the recess July 12. Among the dozen witnesses appearing for broadcast operators were Joseph S. McDonagh, of the International Brotherhood of Electrical Workers; and R. M. Wilmotte, for the NAB.


**We had to get that step-ladder when our company started to advertise over CKAC.**

CKAC, Montreal (Canada's Busiest Station)

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's No. 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

WTCN
OWNED AND OPERATED
by
St. Paul Dispatch-
Pioneer Press
The Minneapolis Tribune

## AFRA Network Contract Is Held Not a Barrier To Amateur Performers

DRAMATIC guild and other amateur radio performers will not be barred from performances under the new contracts of the networks with the American Federation of Radio Artists, it was learned July 13.

A complaint from the dramatic guild of a Los Angeles high school received by the U. S. Office of Education stated that a member of the AFRA union had informed the group that henceforth their radio appearances would not be permitted under the contracts. The particular guild is performing over KNX, using U. S. Office of Education scripts.

Harry C. Butcher, CBS Washington vice-president, hearing of this complaint, checked with his headquarters and learned that under the contracts, provision is made for bona fide amateurs to perform but that a waiver is required from the local AFRA Union. The extent to which such performances will be permitted, it appears, will depend upon the degree of latitude allowed by the AFRA locals.

## Wins Merit Award

GEORGE B. SAVIERS, Westinghouse radio engineer, received the silver "W" award or order of merit from A. W. Robertson, chairman of Westinghouse, in a special broadcast from KDKA, Pittsburgh, July 12. In the citation, it was explained that Saviers "demonstrated alertness and initiative to meet an emergency." Saviers was a studio engineer at KDKA when something went wrong with the pump which furnishes water for cooling the big tubes at the KDKA transmitter at Saxonburg. The pump is submerged in a pond located in the front lawn of the transmitter grounds. Despite the fact that it was mid-winter and the muddy water was at near freezing temperature, George applied his early mine rescue training by donning a diving helmet, taking a 200-watt electric light bulb and going down in the water to make the necessary repairs.


(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS


## Born on Schedule

WHEN George A. Barton, KMOX, St. Louis, salesman, who recently transferred from the production department, became a father July 5, he announced the event on a regular "Production Schedule" sheet. The details ran as follows: *Time*, 5:45 p. m.; *Studio*, Remote-Deaconess Hospital; *Name of Production*, George A. Barton III; *Type*, Male; *Sponsor*, Gladys Barton; *Producer in Charge*, George A. Barton Jr.; *Engineer in Charge*, Dr. E. Lee Dorsett.

## Miller, Stahlman Meet

RADIO-newspaper problems will be discussed informally at a conference tentatively scheduled in Nashville Aug. 19 between Neville Miller, NAB president, and James G. Stahlman, president of American Newspaper Publishers Association and publisher of the *Nashville Banner*. Mr. Miller will be in Nashville primarily to deliver the commencement address at the Peabody Teachers College. Ed Kirby, NAB public relations and education director, and a former resident of Nashville, will accompany Mr. Miller.

AMOS 'N' ANDY, sponsored by Campbell Soup Co., have donated a three-year silver trophy to be awarded annually to members of NBC western division staff who score best in the company's yearly tennis tournament.

## Late Personal Notes

WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to sail for Europe July 13 on the *Normandie* (reported on page 19) but cancelled the booking, according to later information.

THOMAS HUTCHINSON, NBC director of television production, and Robert Morris, NBC development engineer, have gone to Europe to observe television developments in England, France, Germany and Holland. Hutchinson sailed July 7 on the *Ile de France*, Morris July 13 on the *Normandie*.

JERRY GEEHAN, sportscaster of KVI, Tacoma, has become engaged to Miss Dolores Gipple, of Tacoma.

JOHN BYRNELL, formerly of WCCO, Minneapolis, and WXYZ, Detroit, has joined WTOL, Toledo, as news commentator, and will edit the news for the Nugent Furniture Store account. Bob Ingham has been named sports and publicity director of WTOL.

BILL BEAL, KDKA announcer has been moved into the program department to take the place of Bob Saudek, who goes to New York July 25 as assistant to A. E. Nelson, new Blue Network sales manager.

PAT FREEMAN, chief announcer of CFAC, Calgary, Alta., has been promoted to production manager, and Jack Dennett succeeds him.

JACK STARKE, formerly announcer on CJIC, Sault Ste. Marie, Ont., has joined CBL, Toronto.

T. L. CHRISTIE has resigned as editor of Continental Radio Press, New York. Mr. Christie announced he retains title to programs developed by the company and will announce future plans shortly.

JOSEPH M. SEIFERTH Sr., 65, known over New Orleans stations as the "Poet of Radioland," died in that city July 8 following an attack of apoplexy.


5 FIRSTS that make your FIRST CHOICE KMBC

Program showmanship with a punch that pleases even the most hard-boiled spot buyer!

- Home Making – Beulah Karney
- News – Erle Smith
- Drama – Fran Heyser
- Music – P. Hans Flath
- Sports – Jack Starr

✚ Only station in Kansas City area with audience-tested programs ready to sell for you . . . NOW!

✚ Only KMBC has the staff and facilities to create custom-built programs for your particular needs. Complete merchandising plans to match!

KMBC OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Nat'l Reps.



It's KTBS-KWKH
IN THE NATION'S ONLY WHITE SPOT

Business Conditions as of June 1 compared with the same month last year

Map Through Courtesy of Nation's Business

The nation's only white spot for June is in the primary coverage area of KTBS and KWKH. This is further proof of our statement: "there has been no recession in the Shreveport area." Building permits in Shreveport for the first six months of 1938 are 78% above the same period last year, with the construction of private dwellings the featured activity. The wise advertiser will demand the use of KTBS and KWKH, the only network stations with primary coverage in this rich territory.

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS

KTBS 1,000 WATTS NBC

REPRESENTED BY THE HEADLEY-REED CO.

SHREVEPORT • LA •

## RADIOTONE'S NEW PORTABLE RECORDER

Every feature of our best Studio Model is incorporated in this compact sixteen-inch, dual-speed Recorder. Quick change from inside-out to outside-in cutting, variable lines-per-inch, instantaneous change from 33-1/3 to 78 RPM, Line-Spreader, Micrometer adjustment of cutting-head, etc. Playback arm of improved design; live-rubber drive that, combined with fully-balanced synchronous motor, eliminates "wows". Write for information on the RADIOTONE PR-16.

*Radiotone, Inc.*

6103 Melrose Ave., Hollywood, Cal.
620 N. Michigan Blvd., Chicago, Ill.


## TELEMOBILE UNITS SUCCESSFUL

### But NBC Sends Mobile Trucks Back to Camden For Some Rather Drastic Changes

PRELIMINARY tests of NBC's telemobile units around New York City have been "very encouraging", according to O. B. Hanson, NBC vice-president and chief engineer, in reviewing the first efforts to transmit scenes from Rockefeller Plaza into Radio City over a newly-installed coaxial cable.

"The pictures were satisfactory," said Mr. Hanson, "and particularly so when you consider that this is the first mobile television station ever built in this country. Detail, contrast and overall brightness of images transmitted over the cable we have installed between the sunken plaza of Rockefeller Center and our equipment room show pretty well that we are on the right track."

He emphasized, however, that much work remained before the two motorized television units can be pressed into program service. The transmitter van has been returned to Camden for rather drastic modifications and the pick-up, or video, unit is undergoing changes in the synchronizing apparatus.

Built primarily for test purposes, the new coaxial cable will link the Plaza with the NBC television system inside Radio City. The Plaza, with its outdoor cafe, trees and picturesque fountain, will be, in effect, television's first outdoor studio, said Mr. Hanson. It is possible to extend the cables carried inside the video unit as far as Fifth Ave. When and where the television group wanders out of reach of the cable, the transmitter van will have to be used.

Meanwhile, the NBC engineers are using the time station W2XBS is off the air to improve their studio and Empire State transmitter equipment. Synchronizing generators are being changed over to the standards recently recommended by the television standards committee of the RMA. Many other circuits are undergoing a process of simplification. At the transmitter the principal changes are concerned with the exciter stages, improvements which the NBC technicians believe will result in a considerable increase in picture detail.

### Union Buys on WJR

HOMER MARTIN, president of the United Automobile Workers Union, in an effort to reach a large audience of UAW members in Michigan automotive centers, recently began a 13-week series of Tuesday afternoon broadcasts over WJR, Detroit. Covering matters of union policy in his first broadcast, President Martin followed with discussions on WPA organizational work, the Wagner Labor Act, and related subjects. During the winter UAW has broadcast nightly over WJBK, Detroit.

### Union Using Radio

SAN FRANCISCO District Industrial Union Council, which is composed of all the CIO unions in the Bay area, recently contracted for 201 broadcasts on KYA, San Francisco. The program titled *Labor on the Air*, is broadcast five nights a week and consists of news of interest to everyone engrossed in the American labor situation. The account was placed through Allied Adv. Agencies, San Francisco.

### Levy Sells CBS Shares

ISAAC D. LEVY, a director of CBS, on May 9 sold 1,000 shares of CBS Class A stock, reducing his holdings to 63,200 shares, according to the monthly report of the Securities & Exchange Commission. He also holds 23,465 shares of Class B stock, the SEC report shows.

## *HOLLIWAY CHARGES FOR FILM PREVIEW*

KFI-KECA, Los Angeles, NBC Red and Blue outlets, have banned local release of all motion picture previews on a sustaining basis. The policy which puts such events on a strictly commercial basis, was announced by Harrison Holliway, general manager of the stations, on July 7. As a result station time was paid for on July 8 when the world premiere of M-G-M's Marie Antoinette, from Carthay Circle, Los Angeles, was released nationwide over NBC for one hour.

Besides the commercial aspect, Holliway cited several other reasons for the new policy, among those being the recent run-in with Paramount Pictures. He pointed out that a can of celluloid is the same as a can of beans when it concerns an hour's broadcasting time of a picture premiere on KFI or KECA.

"Film studios are no different from other business concerns and should publicize their products through the regular contracting of time," Mr. Holliway said. "Such broadcasts are propaganda build-ups for merchandise that the picture studios have to sell. It is unfair to charge one advertiser for time and not another."

The difficulty with Paramount Pictures occurred several weeks ago when KECA failed to release locally the Tropic Holiday extravaganza which went transcontinentally over the NBC-Blue network. Station gave full cooperation through Glan Heisch, program director, Holliway pointed out. A last minute clerical error caused a mixup which prevented the scheduled release.

"Then came threats through newspaper publicity of Paramount seeking possible recourse through the courts, making us look ridiculous," Mr. Holliway said. "We are not compelled to take NBC sustainers."

### Starch Series in Canada

ST. LAWRENCE Starch Co., Port Credit, Ont., starts a 15-minute sports broadcast for the Atlantic Coast provinces Nov. 5 to run to April 8, 1939, according to the Canadian Broadcasting Corp. Toronto office. The program will originate at CFCF, Montreal, and be carried by CJCB, Sydney, CHNS, Halifax, CFCY, Charlottetown, CKCW, Moncton, CHSJ, St. John, CFNB, Fredericton, and CJLS, Yarmouth. The account was placed by McConnell, Baxter and Eastman, Montreal.

### New Albers Product

RADIO figures as one of the major factors in introducing a new cereal product, Albers Corn Flakes, to consumers in California. Albers Bros. Milling Co., Seattle, is conducting an intensive sales drive and introductory advertising campaign. *Good Morning Tonite*, the Albers' coastwide weekly MBC program, is calling the listening public's attention to the new corn flakes. The agency is Erwin, Wasey and Company, Seattle.

DON LEE Broadcasting System, Los Angeles, has started a network announcement plan whereby sponsors can use participation in the early morning news broadcasts.


## THERE ARE NO IDLE DOLLARS ON KFH

*** The use of money is all the advantage there is in having money.**

*Benjamin Franklin "Hints to Those Who Would be Rich"*

*** There is no better way to "Use Advertising Money" in the rich Wichita Market than by using the complete market coverage facilities of KFH—the Station where useful dollars reflect themselves in profitable sales increases.**

**KFH** WICHITA • KANSAS
*Basic Supplementary,* CBS

*National Representatives,* Edward Petry & Co., Inc.

## EARNERS! SPENDERS!

● Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

**WAIR**

Winston-Salem, North Carolina
*National Representatives*
Sears & Ayer

# *Litigation Over Wichita Falls Grant Is Indicated by Aggrieved Interests*

LITIGATION over the FCC decision granting the application of Wichita Broadcasting Co. for a new station in Wichita Falls, Tex., to operate on the 620 kc. channel with 250 watts night and 1,000 watts local sunset, was indicated by several of the parties involved July 12.

Deciding one of the most controversial cases to develop in several months, the FCC July 1 announced the grant, by a 4 to 3 vote, of the application of the Wichita company and denial of rival applications for stations in the same city, filed by West Texas Broadcasting Co. and Faith Broadcasting Co. These applications developed after KGKO, formerly of Wichita, had been slated for removal to Fort Worth, where it is now operating under the ownership of Amon Carter, publisher of the *Fort Worth Star-Telegram*.

In view of new court precedent specifying that the FCC must act on petitions for rehearing before an appeal can be taken, it is expected that one or more of the parties aggrieved by the decision will seek that legal recourse. WTMJ, Milwaukee, operating on the 620 kc. channel, is among those expected to litigate. Whether the applicants denied facilities in Wichita also will appeal is problematical, though such a course is expected.

### Shift in Stockholders

Chairman McNinch and Commissioners Sykes and Brown voted against the Wichita Broadcasting Co. grant and in favor of the Faith Broadcasting Co. application. West Texas and Faith each sought authority to operate on 1380 kc. with 1,000 watts day and night. In connection with the West Texas application it was held that the transmitter site would be hazardous to air transportation, this apparently being the primary grounds for denial.

The original application for Wichita Broadcasting Co., to which the call letters KWFT have been assigned, specified among the stockholders R. W. McFarlane, Graham (Tex.) attorney as president with 33%. He has been identified as the father of Rep. William J. McFarlane (D-Tex.), who has been violently critical of the FCC during the last two sessions of Congress. The Post Publishing Co., publisher of the *Wichita Post*, was among the other stockholders.

At the hearing on the application, however, it was testified that Joe B. Carrigan, Wichita attorney, who appeared in behalf of that application, had been named president in lieu of Mr. McFarlane. Henry Hamilton, Chrysler-Plymouth dealer and Sol Lasky, men's ready-to-wear dealer, were named as the new vice-president and secretary-treasurer respectively.

FCC application records as of July 11, however, still showed the original set of stockholders, including Mr. McFarlane.

Because the competitive Wichita applications have been fraught with controversy, additional developments are expected. It is understood a number of members of the Texas delegation in Congress became aroused over the proceedings as the last session closed. The FCC did not announce its opinion during the session, although it is understood work on it had been completed some weeks ago. This was indicated in the FCC decision as announced July 1, a majority of the Commission stating that Wichita Falls heretofore had local radio service from "Station KGKO there located and operated by Wichita Falls Broadcasting Co., but that company is about to move its station from Wichita Falls to a location near Fort Worth, Texas., approximately 100 miles to the Southeast." KGKO has been operating in Fort Worth since May 1—exactly two months before the opinion was announced.

Identified with the West Texas application, among others, were the publishers of the *Wichita Daily Times* and *Wichita Falls News Record*, the group formerly operating KGKO and a group representing the Chamber of Commerce. Those identified with Faith were said to be a lawyer, a physician and a hotel operator.

## RADIO AT WORK
### KNX Explores Mysteries of Studio in Program

ACQUAINTING listeners with the intricacies of broadcasting, KNX, Los Angeles, recently began an 11-week *Exploring Radio* series that takes listeners through every department of the KNX organization and affords a look at radio folks at work.

Jack Dolph, assistant manager of the CBS Pacific Network, spoke on "The American System of Radio" June 30 to start the series, and Donald W. Thornburgh, CBS vice-president in charge of Paeific Coast operations, will speak on the final program.

Week by week the microphone will be taken into the continuity department, among announcers and directors in the production and casting department of KNX, the music department, special events department, engineering and sound effects, rehearsal studio, promotion, telephone networks, and to the new KNX transmitter in Torrance. The new transmitter will be dedicated on the concluding program.

KWK

THOMAS PATRICK INC. HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO



KGMB
HONOLULU
KHBC
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume

FRED J. HART, President
San Francisco Office, Californian Hotel
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CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 203 N. Wabash
C. P. MacGREGOR
729 S. Western Ave., Hollywood



THE PICK OF THE RADIO STATIONS IN WESTERN CANADA

In Western Canada—all these stations are C.B.C. basic outlets.

In Manitoba

CKY Winnipeg
is western Canada's Most Powerful Station
and
CKX Brandon
completes the Manitoba radio coverage.

In Saskatchewan

The people listen to—
CKCK Regina
. . . delivers 82.7% of Regina Audience
CHAB Moose Jaw
. . . delivers 72.6% of Moose Jaw Audience

In Alberta

These three stations afford the only 100% coverage.

CJCA Edmonton
. . . delivers 70% of Edmonton Audience
CFAC Calgary
. . . delivers 68% of Calgary Audience
CJOC Lethbridge
. . . delivers 88% of Lethbridge Audience

In British Columbia

You cover a wealthy Mining and Fruit Farming Area with—
CJAT Trail

Canadian Representatives
ALL-CANADA RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER
U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

1938 SURVEY FIGURES

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

**McNARY and CHAMBERS**
*Radio Engineers*
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience

**GLENN D. GILLETT**
*Consulting Radio Engineer*
982 National Press Bldg.
Washington, D. C.

**PAUL F. GODLEY**
*Consulting Radio Engineer*
Phone: Montclair (N. J.) 2-7859

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

**HECTOR R. SKIFTER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

**ROBERT S. RAINS**
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Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

ABBC
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BROADCASTING COVERAGE

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*QUESTIONNAIRE SURVEYS*
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NEW YORK CITY
Murray Hill 2-2048

**R. D. MARTIN**
*Consulting Engineer*
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

**THOMAS APPLEBY**
(LT. COMDR. USNR)
Consulting Radio Engineer
ALLOCATION PROBLEMS
DIRECTIONAL ARRAYS DESIGNED
ANTENNA & FIELD MEASUREMENTS
STATION LOCATION SURVEYS
National Press Bldg., Wash., D. C.

*They Never Miss . . .*
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS

**FREQUENCY MEASURING SERVICE**
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
*at any hour every day in the year*
**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

## SEARCH COVERAGE
### KGGM on Job as McCormick Body Is Recovered

KGGM, Albuquerque, N. M., claims exclusive on-the-scene coverage of the recent search for Medill McCormick and Richard Whitmer, perished during a mountain-climbing expedition, with Wesley Rutz, staff technician, operating W5DSN, his shortwave amateur station, at the scene of the search, and Leonard Dodds, chief technician, with his W5FMM in Albuquerque receiving for rebroadcast by KGGM.

Gov. Clyde Tingley, through KGGM, broadcast the first flash on finding young Whitmer's body June 24, and KGGM says it was also first with the news of the discovery of McCormick's body. From dawn, June 25, to late the night of June 30, half-hour scheduled flashes were maintained as long as searchers were in the mountains.

To carry the McCormick death flash, KGGM signed on the air at 11:15, 75 minutes after it had previously signed off for the night. In the one-hour emergency broadcast, it spread the news that the tragic search had ended. Elmer L. Fondren, KGGM production manager, personally directed all activities from the time arrangements were made through Gov. Tingley and Mrs. Ruth Hanna McCormick Simms for exclusive coverage until the last flash went on the air.

## Wins $3,000 Award

ALBERT E. STEPHAN, former FCC attorney, was the winner of the 1938 Ross Essay Award of $3,000 made by the Board of Governors of the American Bar Association. A native of Washington, Mr. Stephan is now with the Interstate Commerce Commission's Bureau of Motor Carriers, with offices in Portland, Ore. He was an ICC examiner from 1929 to 1933, and in 1933 and 1934 was an attorney on the Senate Interstate Commerce Committee, devoting his time to legislative drafting of the Communications Act of 1934, creating the FCC. From 1934 to 1936 he was an FCC attorney. The topic of the 1938 ABA competition was "The Extent to Which Fact-Finding Boards Should be Bound by Rules of Evidence".

## CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.60. Payable in advance. Forms close 25th and 10th of month preceding issues.

### Help Wanted

Salesmanager: If your sales record is good, your reputation high grade, your ideas and ambition in high gear and you want to make a place for yourself in a city of 65,000 with an agressive growing station, present your proposition to the manager, WKBZ, Muskegon, Michigan.

**WANTED GENERAL MANAGER**
WANTED: Competent General Manager for high powered station. Only those with managerial experience and first class references need apply. Replies held strictly confidential. Box A35, BROADCASTING.

### Situations Wanted

First class licensed engineer, operator, employed in small station, desires change. Will go anywhere. Box A38, BROADCASTING.

Broadcast operator with six years experience, copy code, go anywhere. Box A26, BROADCASTING.

Russ Brinkley. Ten years announcing, writing and breakfast club. Available immediately. Address, Olean, N. Y.

Announcer and narrator, with valuable background of education, business and travel, will consider any offer, preferably in East. Box A25, BROADCASTING.

Radio operator, telephone first, telegraph second. Copies transradio perfect. Experienced in broadcast and aviation radio. Carl L. Hall, McPherson, Kansas.

Excellent announcer, three years experience, including programming, writing, selling. Single. Available immediately. Box A31, BROADCASTING.

Announcer, six years experience, good references, know production and programing. All offers will be considered. Available in two weeks. Box A34, BROADCASTING.

Accountant, office manager, salesman six years radio, desires permanent position progressive station, salary and location open, age 36, can arrange interview. Box A32, BROADCASTING.

Manager: Available September 1; aged 31; married; English parentage; protestant; college graduate business administration; 10 years experience; salary $250-$300; Western states only. Write Box A27, BROADCASTING.

Successful radio time salesman, aged thirty seven, with eighteen months on leading independent station and fifteen years newspaper background, desires change for personal reasons. Result getter with proven record. Excellent references. Can handle promotion. Box A28, BROADCASTING.

### Situations Wanted (Cont'd.)

Chief Engineer interested in permanent employment with eastern or southern local station. Gladly furnish references from former employers. Will consider temporary construction or relief work. May I have an interview at your convenience? Box A39, BROADCASTING.

Sales and sales promotion manager identified with large metropolitan station wishes executive position with smaller organization. Thoroughly experienced in continuity writing, production, and personal management. Position in East preferred. Box A30, BROADCASTING.

### Chief Engineer

Capable of designing, constructing, operating and assuming full responsibility of any power station. Ten years' experience includes field strength surveys, recording, television, antenna design, etc. Age 32. Box A23, BROADCASTING.

Top notch programme and production manager now with regional station: expert sales promotion director. Ten years experience: Pianist and organist. Change desired for association with station of aggressive character. Twenty nine years of age: network background: college and conservatory. Minimum salary three hundred fifty dollars. Box A33, BROADCASTING.

Experienced radio executive, available now. A man with 17 years experience in the advertising profession (newspaper, agency, and radio) desires to make a permanent connection with a progressive station. Married, sober, a hard worker and gets the job done right. A general utility man, who can handle any department of radio. For past three years has been connected with 5,000 watt mid-western station, as manager of merchandising and sales promotion, as well as publicity director. Can furnish the best of recommendations. Box A29, BROADCASTING.

### For Sale—Station

Established full time broadcasting station for sale for $500,000, approximately 10 times annual earnings. Negotiations confidential; details disclosed only to responsible principals. Brinkman, c/o Realty Factors, 250 Park Ave.

### For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

# Trade-MarkRuling Is Based on Sound

### Similarity of Words to Ears Of Radio Listeners Cited

"WHAT is probably the first judicial notice by this tribunal of the use of the radio in advertising trade-marked products was that made by the United States Court of Customs and Patent Appeals in a recent decision involving the trade-marks 'Dutch Maid' and 'Dutchland Made,' both used for ice cream," according to the June bulletin of the United States Trade-Mark Association.

"Application was made to register the trade-mark 'Dutch-Maid', accompanied by a picture of a landscape, including a Dutch girl, a windmill and two cows, all of which the court asserted, at once brought Holland to mind. This was also true, the court said, as to the word 'Dutchland'," the bulletin continues. Commenting further on the similarities of the two trade marks, the court remarked:

**Similarity in Sound**

"The difference in the words 'Dutch Maid', and 'Dutchland Made,' both as applied to ice cream, is so slight that we are of opinion a listener to radio advertising could very easily confuse the one for the other. Ice cream is an inexpensive food product and of common, every day use. The radio listener would not be expected to give attention to the pronouncing of the names with the same degree of care as he would if the product were more expensive or rarely purchased.

"The fact, as urged by appellant, that his goods are not advertised by radio does not change the situation. As a prudent business man he probably would so advertise if, in his opinion, it would result in better business for him.

"From the foregoing it is clear that in cases of this kind more attention will hereafter be paid by the courts to the sound of two conflicting marks when pronounced than has heretofore been the case. It, therefore, behooves manufacturers about to adopt new trade-marks to keep this fact in mind and to avoid marks similar in pronunciation to known, used marks, although different in spelling and appearance."

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AMERICAN AIRLINES Inc., Chicago, announces a new code for radiotelephonic reports of flying position. By using a single word ground operators may be informed of the plane's position and destination.

# *Finch Selecting Site in New York City For New Sound-Facsimile Transmitter*

SELECTION of a site for its combination sound and facsimile transmitter will be concluded shortly, according to spokesmen for the Finch Telecommunications Laboratories, and work will be commenced immediately on the 1,000-watt transmitter, which is expected to begin broadcasting early in September. Four of the highest towers in New York City are being considered as transmitter sites by the company, which explained that height is of great importance as the short waves it will employ do not curve with the earth but travel in straight lines and so are limited by the horizon. Station is expected to have a coverage of about 45 miles radius.

**Uses New Modulator**

Broadcasting sound and facsimile simultaneously on a single channel, in the ultra-high frequencies between 31 and 41 megacycles, the station will be the first to use the Armstrong frequency modulator system for duplex transmission. While the program schedule has not been fully determined, news will be the station's major service, especially in the facsimile service which will transmit images four columns wide at a speed of eight and a half feet an hour.

Crosley Radio Corp., Cincinnati, manufacturer of radio receivers and other electrical equipment as well as operators of WLW and WSAI, has been licensed to manufacture facsimile receivers under Finch patents.

## NationalTelevisionCorp. Will Offer Sets by Fall

NATIONAL TELEVISION Corp., New York, announces it expects to offer television receivers to the public within the next month, to retail at $400. The receivers are of standard nine-inch image size, according to Hamilton Hoge, assistant to the president.

Officers of the company are Chester Braselton, chairman of the board and also chairman of Arcturus Radio Tube Corp., and Robert Harding, president, who is a patent attorney and engineer. Chief engineer is Ernest A. Tubbs. National Television uses its own equipment, a 441-line cathode ray system, and has developed a synchronizing signal generator which locks the lines in place. The company conducts a television school which offers a complete education in television and is known as the Television Training Corp.

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W2XE, CBS international station, on July 7 discontinued use of the 17,760 kc. frequency, and returned to 21,520 kc., Monday through Friday, 7:30-10 a. m., and Saturday and Sunday, 8 a. m. to 1 p. m.

COOL Silently

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

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☆ Restaurants ☆ Lobbies ☆ Public Assembly Rooms ☆ Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air

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Single Rooms from $4
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All with bath, of course

The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
H. L. POLLIO, Manager
NEW YORK OFFICE:
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THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

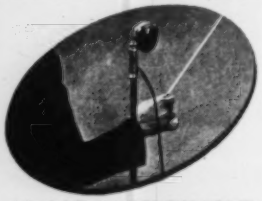
WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

# Studio Notes

BELLHOPS from 11 Minneapolis hotels, each carrying a suitcase and pail of icewater, raced four blocks up Nicollet Avenue in the first annual *Bell Hops Derby* of WCCO, Minneapolis, to publicize the NCAA track meet at the University of Minnesota.

DURING HOT summer months WISN, Milwaukee, is broadcasting daily the official air and water temperatures at Milwaukee's bathing beaches. In its third consecutive year, the service is sponsored by Mrs. Karl's Bakeries.

A PREVIEW of *The Labor Parade*, AFL disc series to run on 60 stations, was held July 6 at the studios of Radioscriptions Inc., Washington.

Model T-3 MICROPHONE

A leader in sound reproduction. Tilting head upon unique swivel mount permits directional or non-directional position. Complete with interchangeable plug and socket connector. List Price $25.00.

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-8 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC


WITH transmitter on the 44th floor of the Terminal Tower and antenna on the Tower flag staff, WSXNT, Cleveland, new 38,600 kc. ultra-high frequency station of Radio Air Service Corp., is now operating on a full-time schedule carrying picked programs of WHK and WCLE. Remote equipment in the master control room of WHK-WCLE allows operation of the station from atop the Higbee store. WSXNT carries a schedule of programs from the NBC-Blue and Mutual networks, independent of either WHK or WCLE.

THROUGH special Washington coverage WBOW, Terre Haute, Ind., broke the news of official approval of Terre Haute as the site for a new $3,000,000 Federal prison farm even before the majority of the negotiating committee of the Chamber of Commerce knew of the action.

THE steamboat race between two giant river boats on the Sacramento River was carried by KFBK, Sacramento, which had shortwave equipment on the *Delta Queen*. KFBK fed to entire California Radio System.

COMMEMORATING the anniversary of the death of George Gershwin, John G. Paine, general manager of ASCAP, spoke on WHN, New York, on July 11.

SAM HAYES, West Coast commentator, has inaugurated a weekly quarter-hour series, *Through the Sports Glass*, on CBS Pacific network, the program emanating from KNX, Hollywood.

70 CHILD patients and 130 adult patients of the Montefiore Hospital for Chronic Diseases were the audience on July 12 for a special presentation by Nila Mack and her *Let's Pretend* cast of *Snow White & the Seven Dwarfs*. Miss Mack, CBS director of children's programs, adapted the story herself and first presented it in 1931. Her programs are regularly heard by the patients at the New York hospital.

## Deaths on the Wane

DESPITE misgivings of Washington, D. C., traffic judges, WOL finally prevailed upon them to allow daily broadcasts direct from traffic court in an effort to curb speeding and reckless driving in the capital city. Strongly backed by Rep. Schulte (D-Ind.), director of the District's safety campaign, the WOL quarter-hour broadcasts began Feb. 10. The judges and Washington residents now voluntarily compliment the station for its work. A comparison of figures for the first five months of 1938 with 1937 show deaths by accident 26.8% less; minor injuries, 25.4% less; and property damage down 12.5%.

WLS, Chicago, broadcast a special interview series July 4, the 20th anniversary of the Battle of Hamel in which infantry of the old Illinois National Guard had engaged. Leo Boulette, of the WLS program department, handled the interviews.

WAAT, Jersey City, during the week of July 4 celebrated completion of its first year of covering the Newark Airport by sending its *Skyways Reporter* Bob Becker and Engineer Art Beadle with transcription equipment on a sky tour of the eastern half of the continent. Equipment for the tour was prepared by the Presto Corp.

WLW-WSAI, Cincinnati, originated three broadcasts from the convention of the American Osteopathic Association there July 11-15: a round-table on "What's Ahead in Medicine"; Dr. Ira Walton Drew, Congressman from Pennsylvania, speaking on "The New Social Conscience"; and Harriet W. Elliott, dean of women at the University of North Carolina, speaking on "Better Care for Mothers and Babies".

KSOO, Sioux Falls, NBC outlet, last month dedicated its new 5,000 watt transmitter with a special program. Congratulatory messages from Gov. Jensen of South Dakota, William S. Hedges, NBC vice-president, A. N. Graff, Sioux Falls Mayor, J. J. Larkin, president of the Manchester Biscuit Co., and other state and civic leaders were included.

WSOC, Charlotte, N. C., recently held its annual contest for selection of "Miss Charlotte of 1938", with Dewey Drum as m. c. of the event, and ten sponsors participating.

WTIC, Hartford, Conn., recently signed a new long-term contract for full leased wire Transradio Press Service.

# Equipment

WHOM, Jersey City, has applied to the FCC for authority to change its vertical antenna and to move its transmitter from Hoboken to the foot of Washington Street in Jersey City.

KWEW, Hobbs, N. M., has purchased an RCA 100-E, 100-watt transmitter. WHBC, Canton, O., has purchased an RCA 250-D, 250-watt transmitter and speech input equipment. WBRE, Wilkes-Barre, Pa., also has signed for an RCA 250-watt transmitter.

R. J. COAR, of Radioscriptions, Washington, has been appointed distributor for the recording division of Universal Microphone Co. L. C. Shumac continues as Washington, D. C. factory representative.

WSYR, Syracuse, had added a new RCA OP-5 amplifier to its remote engineering department to aid handling remotes.

KRSC, Seattle, has installed a Collins 12x remote amplifier and has converted RCA turntables to new pick-ups.

WMAQ, Chicago, has completed installation of Western Electric automatic power switching equipment required to carry a 245 kw. load. Howard G. Luttgens, NBC central division engineer, and W. R. Lindsay, engineer of WMAQ, say the new apparatus can cut over from one power line to an alternate in one-sixth of a second.

E. F. JOHNSON Co., Waseca, Minn., has issued its new Catalogue 301, listing its line of broadcast and commercial radio equipment.


*"The Crystal Specialists Since 1925"*

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

JUST OFF THE PRESS

New Prices!
New Products!

Your files of radio communication components will not be up to date without a copy of the 1938 Bliley Catalog which describes the line of Bliley Crystals, Holders and Ovens for all frequencies from 20kc. to 35mc.

Of special interest are the high frequency crystal units, types MO2 and MO3, for frequencies above 7500kc. Designed to provide greater stability and reliability under severe conditions, they are particularly adapted for mobile and portable applications.

Write for your copy today—just ask for Bulletin G10.

BLILEY ELECTRIC CO.
UNION STATION BLDG. • ERIE, PA.

"An institute of radio training growing with the radio industry"

C. R. E. I. • Announces

Its own new building combining every school activity under one roof

In its impressive new building on Washington's famed Sixteenth Street, C. R. E. I. takes its place among the foremost technical training institutions in the country. Every modern facility has been included from offices to dormitories. On Sept. 19th the first One Year Residence Class will convene in the new building. The class is now forming—please write at once for details and illustrated catalog.

Capitol Radio Engineering Institute

Dept. B-7 3224 16th Street, N. W. Washington, D. C.

## Radio's Effect on Press Is Studied at Princeton

AS ONE of its studies relating to the general value and role of radio in the lives of listeners, Princeton's radio research department is investigating radio news and news commentators in an effort to trace historically the effect of radio on the newspapers, Dr. Hadley Cantril, of the school of public and international affairs, informed BROADCASTING, July 5.

This study, Dr. Cantril declared, encompasses a comparison of news as broadcast and as printed, and the public reactions to the two methods. The study will be completed by early fall and the results probably published by the Princeton University Press in book form.

## Tips on Research

IT IS MORE informative for researchers to talk in greater detail to fewer people than it is for them to interview thousands of persons on only a few points. This is the opinion of Dr. Frank N. Stanton, CBS New York director of market research, expressed June 30 at a meeting of Los Angeles Chapter, American Marketing Assn., in Hollywood. Present methods of gathering information for CBS under Dr. Stanton's direction were explained at the meeting. Longer questionnaires are being employed by CBS advertising researchers than formerly and more complete pictures so created, he stated. Dr. Stanton invented the first mechanical device used to measure individual radio listening.

## P & G Renews Pair

PROCTER & GAMBLE Co., Cincinnati, has extended its NBC contracts for *Kitty Keene* and *Ma Perkins* for another 52 weeks, beginning July 4. These programs, advertising Dreft and Oxydol respectively, began on NBC May 30, and the new contracts bring them in line with those for the other P & G programs, so that they all expire at the end of the P & G fiscal year. *Kitty Keene* is broadcast over a 13-station split Red network in the middle west, from 11:45 a. m. to noon five days weekly, and *Ma Perkins* on 11 Blue stations from 10:45 to 11 a. m., also five days a week. Agency for both products is Blackett-Sample-Hummert, Chicago.

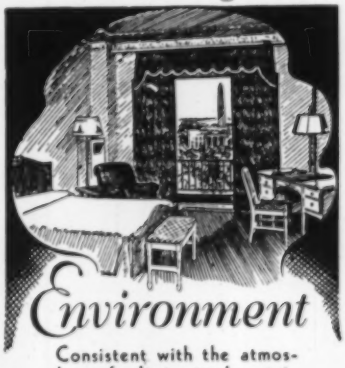
## *PLEA FOR STATION IN CLEVELAND LOST*

IN AN OPINION July 1, the FCC denied the application of Great Lakes Broadcasting Co., for a new regional station in Cleveland. Testimony during the hearing held last July and reopened in October, brought out that the company was backed by Transamerican Broadcasting & Television Corp., New York station representative organization and that $100,000 to construct the proposed station would originate with Warner Bros., motion picture producers.

The testimony also indicated that the proposed station would furnish its facilities to Transamerican at 70% of net regular rates. Transamerican representatives testified it desired a Cleveland station as an outlet for its program and advertising service, according to the decision, and a showing was made "as to the inability of Transamerican to make agreements with any existing Cleveland station for the handling of its business."

In denying the application for an unlimited-time station on 1270 kc. with 1,000 watts night and 5,000 day, the Commission said that the granting of the application would not cause objectionable interference to any established station, and that, while the evidence indicates there may be a need for an additional station in Cleveland, "the degree of need shown by the applicant for this station is not of such a convincing and compelling nature as to warrant the Commission in departing so radically from standards of allocation and service which have been established as primary elements in determining whether a particular station would serve public interest, convenience and necessity from the standpoint of the nation as a whole."


In Washington



Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

Two Way Communication

List Price $15 Per Station

Inter-office, remote studios, office to office, house to garage. Hundreds of other uses. Simple to install. Any number of 'phones on same line.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

Big RADIO OUTLINE MAP of the U. S. and Canada

Features

1. Size: 31" x 21½"
2. Locates all U. S. and Canadian stations
3. Indicates number of stations per city by symbols
4. Outlines and names each county, state and province
5. Reverse side lists each station by state, city, call letters, frequency and power
6. Shows time zones
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ADVERTISING AGENCIES
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- Making presentations to clients and prospective clients
- Radio research work

RADIO ADVERTISERS
- Mapping markets and campaigns
- Statistical uses

STATION-SALES & ENGINEERING
- Defining coverage, and markets
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STATION REPRESENTATIVES
- Mapping stations
- Presentation data

NEWS SERVICES, TRANSCRIPTION LIBRARIES, NETWORKS, ETC.

PRICES: Single copies, 35c
10 or more, 25c each

*10% discount on quantities of 50 or more*

SOME REPRESENTATIVE USERS

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Longines-Wittnauer Co.
Russel M. Seeds Co.
Lennen and Mitchell
E. I. DuPont de Nemours & Co.
Wade Advertising Agency
Selvlair Broadcasting System
R. C. Smith & Son, Ltd.
The Ralph H. Jones Co.
The Chattanooga Medicine Co.
J. S. Ivins' Son, Inc.
Booth Pelham & Co.
J. Carson Brantley Adv. Agency
Tomaschke-Elliott
Barrons Advertising Co.
Blackett-Sample-Hummert
Petroleum Advisers, Inc.
American Professional Baseball League
Russell C. Comer Adv. Co.
Campbell-Ewald Co.
Louis E. Wade, Inc.

BROADCASTING
Broadcast Advertising
National Press Building
Washington, D. C.

# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION

## JUNE 30 TO JULY 13, INCLUSIVE

## Decisions . . .

**JULY 5**

NEW, Curtis Radiocasting Corp., Evansville, Ind.—Denied CP 100-250 w 1420 kc.

NEW, Floyd A. Parton, San Jose, Cal.—Denied CP 1170 kc 250 w D.

MISCELLANEOUS—WAPI, Birmingham, granted temp. auth. operate new antenna conventionally night, directional D, for tests; WTMV, E. St. Louis, Ill., dismissed without prejudice applic. CP 1510 kc 1 kw 5 kw LS unl; KRTB, Modesto, Cal., dismissed motion for postponement hearing.

MISCELLANEOUS—WOLS, Florence, S. C., dismissed protest of Pee Dee Bcstg. Co. to grant without hearing of WOLS license renewal; KFQD, Anchorage, Alaska, granted petition take depositions re transfer control.

**JULY 6**

KPQ, Wenatchee, Wash.; KSLM, Salem, Ore.—KPQ denied CP change to 1360 1 kw unl.; KSLM granted CP change to 1360 kc 500 w unl.

WKAR, Lansing, Mich.—Granted CP new trans., increase 1 to 5 kw D 850 kc.

**JULY 7**

MISCELLANEOUS—WQAM, Miami, granted CP change equip.; WDWS, Champaign, Ill., granted license for CP; KFAM, St. Cloud, Minn., granted license for CP; KSEI, Pocatello, Idaho, granted CP new trans.; NEW, Evanston Bcstg. Co., Evanston, Ill., and WEED, Rocky Mount, N. C., denied rehearings; WLMU, Middlesboro, Ken., applic. retired to closed files.

ORAL ARGUMENTS—NEW, Wm. F. Huffman, Wisconsin Rapids, Wis., 7-21-38; NEW, Colonial Broadcasters and Seaboard Bcstg. Corp., Savannah, 7-21-38.

SET FOR HEARING—WKBW, Buffalo, CP new trans., antenna, increase 5 to 50 kw; KROC, Rochester, Minn., CP move trans., new equip., antenna, change 1310 to 920 kc etc.; WRTD, Richmond, Va., CP move trans., new equip., antenna change freq. etc.

**JULY 8**

MISCELLANEOUS — WJBO, Baton Rouge, granted waiver Rule 106.28 and oral argument; Pawtucket Bcstg. Co., Pawtucket, R. I., dismissed petition intervene WLVA; NEW, Sumter Radio Bcstg. Co., Sumter, S. C., dismissed without prej. applic. CP.

**JULY 9**

MISCELLANEOUS—WISN, Milwaukee, granted continuance oral argument Ex. Rep. I-643 and dismissed motion in opposition.

**JULY 12**

MISCELLANEOUS — KPRC, Houston, granted extension temp. auth. 5 kw N; KFJM, Grand Forks, N. D., granted CP change equip.; KPAB, Laredo, Tex., granted license for CP 1500 kc 100-250 w unl.; WKZO, Kalamazoo, granted license for CP change antenna, move trans.; WLS, Chicago, granted mod. CP change equip.; KGFW, Kearney, Neb., granted mod. CP change trans.; WIBW, Topeka, granted CP new trans., change antenna.

**JULY 13**

WNEL, San Juan, Puerto Rico—Applic. CP change freq. etc. denied as in default.

KVOS, Bellingham, Wash.—Granted license renewal and transfer of control of KVOS Inc. from Westcoast Bcstg. Co. to Rogan Jones.

NEW, Bellingham Pub. Co., Bellingham, Wash.—Denied CP 1420 kc 100 w unl.

KQW, San Jose, Cal—Granted CP increase D to 5 kw, new trans., radiator.

## Examiners' Reports . . .

NEW, George W. Taylor Co., Williamson, W. Va.—Examiner Irwin recommended (supplement to I-487) that applic. CP 1370 kc 100 w D be denied.

NEW, Garden Island Pub. Co., Lihue, T. H.—Examiner Berry recommended (I-679) that applic. CP 1500 kc 100-250 w unl. be granted.

WNEW, New York—Examiner Arnold recommended (I-680) that applic. increase D to 5 kw be denied.

NEW, WRSP Inc., Wisconsin Rapids, Wis.—Examiner Hyde recommended (I-681) that applic. CP 1500 kc 100-250 w unl. be denied.

## Applications . . .

**JUNE 30**

CBS, New York—Extension auth. transmit programs to CFRB, CKAC.

WOR, Newark—Extension facsimile amended to 50 kw.

WLW, Cincinnati—Extension exp. auth. facsimile.

KWNO, Winona, Minn—Mod. license D to unl. 100-250 w.

WOC, Davenport, Ia.—CP change 1370 kc 100-250 w to 1390 kc 500 w 1 kw D change trans., directional antenna.

KMJ, Sacramento—Extension facsimile.

**JULY 5**

NEW, Edwin A. Kraft, Fairbanks, Alaska—CP 610 kc 1 kw unl.

WHAI, Greenfield, Mass.—Mod. license D to unl. 100-250 w.

WHOM, Jersey City—CP change antenna, move trans.

WBAX, Wilkes-Barre, Pa.—Vol. assign. license to Stenger Bcstg. Corp.

WSLI, Jackson, Miss.—Mod. CP change equip., antenna, trans. site.

KOCY, Oklahoma City—CP new antenna, move trans.

WIS, Columbia, S. C.—Exp. auth. satellite station 560 kc Sumter, S. C.

**JULY 8**

NEW, Winfield A. Schuster, Worcester, Mass.—CP 1200 kc 100 w unl.

WTEL, Philadelphia—Mod. license 1310 to 1500 kc unl.

KRLD, Dallas—Extension spec. auth. Simul. WTIC.

NEW, Thomas R. McTammany, Modesto, Cal.—CP 740 kc 250 w unl., asks KTRB facilities.

KDYL, Salt Lake City—Mod. CP as mod. new trans., antenna, move trans.

**JULY 13**

WEVD, New York—License for CP new trans.

WTOL, Toledo—Mod. license D to unl.

WTMV, E. St. Louis—Mod. license N to 250 w.

KRMC, Jamestown, N. D.—CP new trans., change 1370 kc 100-250 w to 900 kc 500 w 1 kw D.

### Nutty But Nice

"THOM HAFFEY is a screwball" say engineers who operate controls on his *Musical Clock* on WCOL, Columbus. "We've never heard anything as terrible," agree WCOL salesmen. But recently WCOL advertisers have been wanting their announcements on the *Clock*. The 6:45 a. m. effort is a mixture of atrocious jokes accompanied by hilarious sound-effect laughter, uniquely ad libbed commercials and other novelties.

EAST & DUMKE, formerly known as *Sisters of the Skillet*, on July 6 started a weekly CBS sustaining series, *Meet the Champ*, in which they act as masters of ceremony and commentators, presenting unusual people.

NEW, Times Facsimile Co., Sioux City, Ia.—CP facsimile.

KFBB, Great Falls, Mont.—Mod. license 1280 kc 1-5 kw to 900 kc 5 kw (contingent grant 600 kc to KSEI).

NEW, M. C. Reese, Phoenix, Ariz.—CP 1500 kc 100-250 w unl.

### OFFICIAL SCOOPS
**New Zealand Uses Radio to Beat Newspapers**

BECAUSE of a quarrel with newspapers, debates in the New Zealand House of Representatives are broadcast with the result that the government scoops the newspapers at will, according to a recent *New York Times* dispatch. The Socialist Government of New Zealand has been agreeably surprised by the results of the broadcasts, the dispatch said.

The programs have convinced the people that politics can be interesting and have created reputations for many unknown politicians who excell in debating reparte. So convinced is Prime Minister Savage that his party has gained a new audience, that plans are being pressed for a new station which will give continuous coverage to the proceedings in the House, according to the article. The debates are presently broadcast over newspaper opposition on 2 YA, 60,000 watts on 570 kc., the most powerful station south of the Equator.

## WSM's EMERGENCY MICRO-WAVE
### Line-of-Sight Beam Defies Elements in Case of Phone Lines to Transmitter Fail

RADIO has entered into regions never before used to any appreciable extent through experiments conducted by the engineering staff of WSM, Nashville 50,000 watter, it was revealed recently by Chief Engineer J. H. DeWitt Jr. By means of an experimental micro-wave transmitter, 4XFN, the Nashville station is no longer at the mercy of the elements and other accidents that may destroy facilities between the studio and transmitter during emergencies.

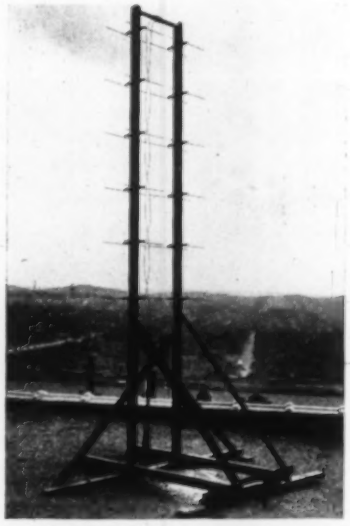
This transmitter of one meter wavelength (300,000 kc.) is capable of taking the WSM program from studio to transmitter without lines, whenever the telephone lines linking the studios and transmitter go out, Mr. DeWitt explained after several months experimentation in the one meter band.

**Line-of-Sight Beam**

Impulse for the experimentation in this direction is the fact that Nashville lies in tornado area and on several occasions all lines have been down. On one notable occasion a tornado hit the city and created an emergency that brought in the National Red Cross. WSM at that time carried on by switching to its 5,000-watt auxiliary transmitter. But it was during this emergency period that the station most needed its full signal strength. And so was devised the idea of a micro-wave transmitter to carry on the signal between studio and transmitter in any emergency.

In choosing the one-meter band, WSM engineers took into account its penetration of the ionosphere and the resultant absence of fading, interference and static. The one-meter wavelength does not bend around objects to any appreciable extent, behaving very much like light waves. Like light waves, too, there must be a line of sight between the studio and transmitter for sending and receiving of the micro-wave signals.

The transmitter is atop the building of the National Life & Accident Insurance Co., WSM parent, where the studios are housed. Like light, the signal is concentrated into a narrow beam and directed on the receiving antenna near the top of WSM's 878-foot tower, located 11.3 miles away. Height of sending and receiving points is necessary because of hills halfway between studio and transmitter.



WSM's Micro-Wave Antenna

A coaxial transmission line of three-inch copper downspout with a single wire inside extends from top to bottom of the WSM tower, carrying the signal received from atop the studio building via the micro-wave transmitter. This signal is in the order of a few millionths of one volt. It is picked up by a special superheterodyne radio receiver, whose output is fed through an underground cable to the transmitter control room.

At any time the radio transmitter can be plugged into either the regular telephone termination in normal times or the micro-wave transmitted signal in any emergency or accident that might destroy telephone communication between studio and transmitter.

In a recent demonstration on the air, engineers alternated from one to the other, without announcing the change at the time. No one could tell the difference.

When the micro-wave signal is used for broadcast purposes on WSM, the current is brought down the tower, amplified, brought underground to the station building where it is further amplified by the radio transmitter, and then fed back onto the tower at a power of 50 kilowatts. The amplification from reception of the signal to its broadcast amounts to 21,000,000 to 1.

All equipment used in developing this experimental micro-wave transmitter, 4XFN, was built in Nashville by the WSM engineering staff, under Mr. DeWitt's direction.

## NETWORK ACCOUNTS

**(All time EDST unless otherwise specified)**

### New Business

THOS. LEEMING & Co., New York (Baume Bengue, Pacquin's hand cream), on Oct. 17 start for 22 weeks *Ed. Fitzgerald & Co.* on 2 Mutual stations (WOR WGN). Mon., Wed., Fri., 2:45-3 p. m. Agency: Wm. Esty & Co., N. Y.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Sept. 22 starts for 13 weeks *Eddie Dooley*, sports commentator, on 70 NBC Red and Blue stations, Thurs. and Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co., N. Y.

STANDARD BRANDS, Montreal, on Sept. 5 starts *Getting Most Out of Life* on 27 CBC stations. Agency: J. Walter Thompson Co. Ltd., Montreal.

VICK CHEMICAL Co., Greensboro, N. C. (cold remedies) on Oct. 2 starts program on 51 NBC-Blue stations, Sun. 7:30-8 p. m. Agency: Morse International, N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on Oct. 18 will start *Dr. Christian* on 59 CBS stations, Tues., 10-10:30 p. m. Agency: McCann-Erickson, N. Y.

IMPERIAL SUGAR Co., Sugarland, Tex., on July 4 started *Rhythm Rally* on Texas Quality Network for 52 weeks Mon., 10:30-10:45 a. m. (CST). Agency: Tracy-Locke-Dawson, Dallas.

TEXAS TEXTILE MILLS, Dallas, on July 2 started *Texas Mill Wheels* on Texas Quality Network for 17 weeks beginning July 2, Tues., Thurs., Sat., 8-8:15 a. m. (CST). Placed direct.

NORTH AMERICAN Accident Insurance Co., Newark, has started *Five Star Final* over 13 Intercity stations, Mon., thru Fri., 7:15-7:30 p. m., Sun., 9-9:30 p. m.

P. LORILLARD Co., New York (Sensation cigarettes, Muriel cigars), on July 26 starts for 52 weeks *Don't You Believe It* on 19 Mutual stations including 13 Colonial, Tues., Thurs., 7:45-8 p. m. Agency: Lennen & Mitchell, N. Y.

BALLARD & BALLARD Co., Louisville (cattle and poultry feeds), on Sept. 16 starts *Smilin' Ed McConnell* on its quarter-hour Friday and Saturday morning series beginning on a split NBC-Red and Blue network [BROADCASTING, July 1].

### Renewal Accounts

RICHFIELD OIL Corp., Los Angeles, on Aug. 15 renews for 52 weeks *Richfield Reporter*, on 6 NBC-Pacific Red stations, Sun. thru Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

P. LORILLARD Co., New York (Old Gold cigarettes), on Aug. 16 renews for 13 weeks, *Hollywood Screenscoops*, on 62 CBS stations, Tues., Thurs., 7:15-7:30 p. m. (EST), with west coast rebroadcast. Agency: Lennen & Mitchell, N. Y.

PROCTER & GAMBLE Co., Cincinnati, on July 4 renewed *Kitty Keene* (Dreft) on 13 NBC-Red stations, Mon. thru Fri., 11:45 a. m.-noon, and *Ma Perkins* (Oxydol) on 14 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m., both renewals for 52 weeks. Agency: Blackett-Sample-Hummert, Chicago.

## TRICK WITH EYE
### Demonstrated by Hindu in Feature on WHN

WACKIEST broadcast of the year, a half-hour description of an experiment in extra-retinal perception, was produced by WHN, New York, on July 7. Before a studio audience of some 200 guests, a committee of doctors and scientists blindfolded an East Indian entertainer, Kuda Bux, to test his claims of "eyeless sight." After his eyes had been covered with dough and cotton and his head swathed in hotel towels and surgical gauze until only his nostrils were uncovered, Kuda Bux read letters, cards and papers handed him by spectators, added a column of figures on a blackboard and walked a wavey chalk line without difficulty, all of which was described to the listening audience. Mr. Bux, however, could not read a card covered by a towel, nor, after the bandages had been removed, could he read through a single towel over his face.

WM. R. WARNER Co., New York (Sloan's Liniment) on Oct. 21 resumes *Warden Lawes* on 44 NBC-Blue stations, Fri., 8-8:30 p. m. Agency: Cecil, Warwick & Legler, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (shaving cream), resuming *Gang Busters* on CBS on Aug. 17, shifts Wed., 10-10:30 p. m. (repeat 1 a. m.) to 8-8:30 p. m. (repeat 12 a. m.) Agency: Benton & Bowles, N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago, on July 28 renews for 52 weeks *Kraft Music Hall* on 66 NBC-Red stations, Thurs. 6-7 p. m. (PST). Agency: J. Walter Thompson Co., Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on Sept. 11 renews *Rob Becker's Chats About Dogs* on NBC-Red 12:45-1 p. m. (CDST). Agency: Henri, Hurst & McDonald, Chicago.

ACME WHITE LEAD & Color Works, Detroit (paints, varnishes), on Sept. 27 renews *Smilin' Ed McConnell* on split NBC-Red and Blue network, Tues., Thurs., 9:30 a. m. (CST) on NBC-Blue in the East; rebroadcast 4:30 p. m. on NBC-Red in the West. Agency: Henri, Hurst & McDonald, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Aug. 6 renews for 13 weeks *Your Hit Parade* on 96 CBS stations, Sat. 10-11 p. m. Agency: Lord & Thomas, N. Y.

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J., on Sept. 24 renews for 52 weeks *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Legler, N. Y.

LEVER BROS. Co., Cambridge (Rinso, Lifebuoy), on Sept. 20 resumes *Big Town*, with Edw. G. Robinson, on 58 CBS stations, Tues., 8-8:30 p. m. (repeat 11:30-12). Agency: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co., Chicago (Puffed Wheat, Rice) on Sept. 26 resumes *Dick Tracy* on 16 NBC-Red stations, Mon. thru Fri., 5-5:15 p. m. Agency: Sherman K. Ellis, Chicago.


## AN ADVERTISEMENT WITHOUT A SINGLE STARTLING FACT

WE HAVE to be showmen. We deal with people in the broadcasting game which, after all, is show business as much as the movies or the theatre. If it wasn't for showmanship, radio programs would be where they were in 1922. And the listening audience would be about the same size it was in those days, too.

We don't build programs, check timing or select the cast. All we do is to build the equipment the stations use. But we like to put a little showmanship into that. Have you noticed the clean cut, smooth styling of RCA equipment? Our designers say they can make a transmitter or a mike stand look so smart that the visitor or the client will know the station is up-to-date and on its toes.

We also know that nobody buys just from outside appearances. But other things being equal (and we think we have the edge) you'd rather have a sleek looking job than a frumpy one. Styling fits right in with the showmanship of the station.

In another respect we're showmen, too. We know the show must go on. That's why we consider reliability before anything else. If the equipment breaks down during the program, the station is mad, the client is mad and the people who wanted to listen are mad, too. We don't want them mad at us.

Frankly, we think the kind of showmanship we use in building broadcasting equipment helps our business. We think it will help you. Take a look at RCA apparatus and see if you won't agree with us.

AN ADVERTISEMENT OF THE RCA MANUFACTURING COMPANY, INC.



## Gates Remote Equipment—
*"Does a Better Job at a Lower Cost"*
GATES RADIO & SUPPLY CO. Quincy, Ill.

TO BUILD listener interest in the extended service resulting from its recent power boost, WGAR, Cleveland, presents a Saturday evening *Public Square* series carrying talks by civic leaders of surrounding Ohio cities. WGAR contacted the Chamber of Commerce of each town and lined up speakers, along with the support of cultural groups and clubs, newspapers, and fraternal organizations.

First show in the series originated in Sandusky's public square and included talks by the city manager, president of the Chamber of Commerce, and head of the Vacationland Bureau. The Choral Society, composed of 103 mixed voices, furnished music. Newspaper publicity and show cards brought a big crowd for the first broadcast ever to originate in Sandusky.

Manager John Patt conceived the series, and Ellis VanderPyl and Maurice Condon visit the towns, working with the various organizations in securing speakers. Several communities not included in the original schedule have asked for a place on the feature.

* * *

### WCKY and Food Show

WCKY, Cincinnati will broadcast daily from the Cincinnati Retail Grocers and Meat Dealers Assn. Pure Food & Health Exposition at the Zoological Gardens, Aug. 23-Sept. 5, according to L. B. Wilson, president and general manager of WCKY. A special studio will be constructed in the WCKY exhibit at the show, and programs by staff entertainers will come direct from the exposition. A "Miss WCKY" contest, with prizes for beauty-winners, is being planned.

* * *

### Plugs for Wheeling

TO ADVANCE listener interest in *It's Wheeling Steel*, broadcast over Mutual-Don Lee network, the promotion department of Don Lee Broadcasting System, Los Angeles, has mailed out a promotional piece in the form of a telegram. Titled Radio Flash, and sent to more than 8,000 Pacific Coast retail plumbers, the promotion piece calls attention to the broadcast and asks cooperation in publicizing the show and products of Wheeling Steel Corp., sponsors of the weekly program.

**300 DISPLAYS like these, most of them non-duplicated, are spotted throughout the primary coverage area of KGNC, Amarillo, Texas, as part of its merchandising service for network, spot and local accounts.**

# *Merchandising & Promotion*

**Strengthened Waves — Steel Flash — Wheatie Eater — Dealer Survey — Copper Country — Slogans**

### Ward Bread Testers

TO promote *Jane Arden*, serial drama broadcast five days weekly on WJZ, New York, its sponsor, Ward Baking Co., is using the printed bands on its bread wrappers, window stickers, flyers, truck displays and newspaper space on radio pages. The crew of 64 girls who make some 1,200 house-to-house calls in New York daily, asking housewives to compare slices of Ward's Soft Bun bread and competing brands, are also checking on the present audience of the program and reminding listeners to tune it in. Ward advertising is directed by Sherman K. Ellis, New York.

* * *

### Loses Bet, Eats Wheaties

PROMOTION stunt on WIND, Chicago, resulted from a bet on the recent All-Star baseball game and Russ Hodges, WIND sportscaster, will eat a bowl of Wheaties on a downtown street corner. Instead of having one baseball announcer give an unbiased play-by-play description of big league games, WIND has featured two announcers during the season with one rooting for the American League, the other for the National League. Jimmy Dudley, announcer-rooter for the National League made the bet with Hodges.

* * *

### Dairy Promotion

RADIO is being used by the Borden Dairy Delivery Co., San Francisco, to promote two new merchandising features. One is a protective envelope for social security cards and the other a cottage cheese glass with the Golden Gate International Exposition theme drawn in green enamel. The glass tumblers have been promoted for the past month on Borden's *Last Minute News* three times daily except Sunday on KFRC, KFBK and KMJ.

* * *

### Jimmie's Cadets

FIRST EIGHT weeks of *Air Adventures of Jimmie Allen* in Canada brought 200,000 applicants to British-American service stations for membership as flying cadets, according to Grow & Pitcher Agencies, Toronto, who placed the disc series for British-American Oil Co. Ltd. on 11 stations from coast to coast. The program is still bringing about 1,000 requests for membership each week, and a weekly newspaper has been started for the cadets.

* * *

### Free Fishing and Tackle

STAN COE, radio editor for about 100 New Jersey newspapers and fishing commentator of WINS, New York, is offering on his weekly program, fishing tackle and fishing trips for letters suggesting topics and giving information of interest to fishermen.

* * *

### A Glorious Summer

TO EXPLODE the summer slump bogey, WRC-WMAL, Washington, mailed a 4th of July brochure in a "firecracker" mailing tube with a rope fuse and red-paper cover.

### Reprints Distributed

MERCHANDISING department of WOWO-WGL, Fort Wayne, Ind., recently mailed 2,000 copies of the stations' advertisement appearing in the May 1 issue of BROADCASTING, marking the fifth time the stations have tied up such a promotional piece and a BROADCASTING ad. The department reports good results and intends to follow up, regarding the plan as a means of covering a large territory of readers with minimum overhead.

* * *

### About a Survey

WCAU, Philadelphia, has published a bizarre pamphlet titled "Dealers' Choice" describing a survey among food dealers and druggists in the four-State area, asking them: "If some manufacturer of goods you sell was to launch a radio program in the Philadelphia area, which Philadelphia station would you suggest using?"

* * *

### The Sports of CBS

"SPORTS from Columbia", large, colorful promotion piece, lists the CBS 1938 sports schedule, which, says CBS, "is the heaviest in the history of the network—more events, more variety, more exclusive sports broadcasts than ever before."

* * *

### Montana's Delights

OVER 100,000 four-page Montana Booster folders, carrying a pictorial map of the state's natural attractions, and 50,000 copper windshield stickers, are being distributed by KGIR, Butte, and KPFA, Helena.

* * *

### Buy Syndicated Service

WSPR, Springfield, Mass., and WMBS, Uniontown, Pa., have subscribed to the syndicated promotion service of Adrian James Flanter & Associates, New York.

* * *

### Slogans for WCKY

TO FIND a tag line for station breaks, WCKY, Cincinnati, recently ran a two-week slogan contest for listeners and gave prizes totaling $75 for the best slogans.

**TO AID a tour to Washington by the YMCA Boys Choir in Macon, Ga., WMAZ staged a promotion campaign by Manager E. K. Cargill. Here is the bus used for the trip. The choir broadcast on NBC, WPTF, Raleigh, WRVA, Richmond, WIS, Columbia, S. C., and WRDW, Augusta, Ga., during the journey.**

### Prizes for Likes

AS A promotion stunt and to determine the program likes and dislikes of its listeners, KFOX, Long Beach, Cal., will award more than 250 prizes to fans writing the best letters in answer to the question "What is your favorite program on KFOX?". Contest closes July 17. Letters may be as long or short as the listeners please. Both adults and children are invited to participate.

* * *

### Dog Week Promotion

RADIO advertisers have been asked by promoters of National Dog Week to participate in the 1938 observance of the event. Over $125,000,000 is spent annually on dogs and their relative businesses, according to Robert Briggs Logan, executive secretary of the movement. A complete merchandising program has been prepared by the National Dog Week Committee, 3323 Michigan Blvd., Chicago.

* * *

### Depression Fighter

TIMEKEEPER Fred Jeske of WSYR, Syracuse, carries on an anti-recession campaign of his own by interspersing on his early-morning program bits of "better side" business news and reports on business developments and successes, outstanding industrial deals in Syracuse and the nation.

* * *

### Brochure for WWL

KATZ AGENCY, New York, has published a sales brochure emphasizing special events broadcast activities of WWL, New Orleans, and featuring the work of Henry Dupre, WWL special events announcer.

* * *

### Latest Copper Belt Idea

ON COPPER coated letterheads with brochure attached, KGIR, Butte, and KPFA, Helena, Mont., impress their selection, along with KSL, Salt Lake City, for a special campaign to promote Sweet's Superfine Packaged Candy.

* * *

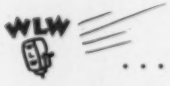
### Seekers of Dow Prizes

IN A CONTEST offering prizes for responses to the query "Why I like to trade at Dow's," the Dow Drug Co., broadcasting *Dawn Patrol* on WKRC, Cincinnati, drew 17,149 responses in three weeks.

## WIDE TRADE AREA
**Reached by Furniture Store On Noon Program**

WITH a third of present business coming from rural areas in a 100-mile radius of Rochester, the Weis & Fisher store credits radio with the bulk of credit for this portion of its business. Lewis Weis, president of the firm, which has just renewed its five-minute six-weekly noon news broadcasts, says that nearly all shoppers from outside Rochester say that the daily program interests them and brought them to the store.

A nine-day sale of electric refrigerators proved successful among rural customers, although the same product could be obtained at the same price in local stores. Mr. Weis also traces much of the trade from customers in Rochester and vicinity directly to the radio program.

When things happen in WLW-land that are close to the hearts and interests of WLW's loyal listeners—there you'll generally find the familiar WLW mike   . . . whether it be the Annual Peony Festival at Van Wert, Ohio . . . the Memorial Day Automobile Races at Indianapolis, Indiana . . . the Northwest Territory Sesquicentennial at Chillicothe and Marietta, Ohio . . . the President's address at Marietta . . . the Nation's Prayer Period at Indianapolis . . . the opening of the new Ohio River Dam at Gallipolis . . . the Summer Opera Series from Cincinnati . . . the great mine disaster at Sullivan, Indiana . . . the Cincinnati Symphony Orchestra concerts . . . or when Notre Dame's Fighting Irish take the field at South Bend . . . When things like these occur—events of interest to WLW listeners there you'll always find the Nation's Station on the job. These things, too, we think are part of the story of **WLW**—the Nation's Station.

# RCA-832 Hits New Performance High At Ultra-High Frequencies!

*Read these interesting facts about RCA's new Push-Pull U-H-F Beam Power Tube*

ILLUSTRATION SLIGHTLY OVER TWICE NORMAL SIZE

• The RCA-832 is a new RCA development which gives exceptional performance at frequencies from 100 to 300 Mc. It is well-suited for use in transmitters intended for line-of-sight communication.

This new tube contains two beam power units in one envelope. It is designed primarily for use as a push-pull u-h-f power amplifier with maximum ratings at wavelengths as short as two meters. With reduced ratings it may be operated at wavelengths down to one meter.

The excellent performance of the RCA-832 results from its compact, balanced structure and close electrode spacing. Its internal shielding eliminates the need for neutralization in properly designed circuits. Short internal leads minimize internal lead inductance. The terminal arrangement provides excellent insulation and facilitates symmetry of circuit layout.

For use in class C telegraph service, the RCA-832 has a maximum d-c plate voltage rating of 400 volts, a maximum total plate input of 36 watts and a maximum total plate dissipation of 15 watts. The heaters are arranged for operation from either 6.3- or 12.6-volt supply.

**$28.75**

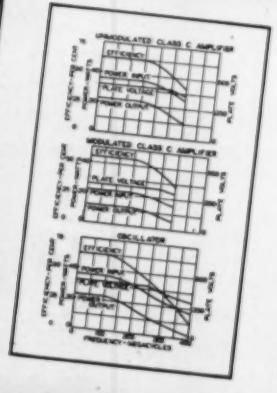


Chart shows frequency performance characteristics of RCA-832 for different classes of service.

• • •

Over 325 million RCA radio tubes have been purchased by radio users ... In tubes, as in radio sets, it pays to go RCA All the Way.

• • •

RCA presents the Magic Key every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

RCA Radio Tubes

RCA MANUFACTURING CO., INC.
CAMDEN, N. J.
A SERVICE OF
THE RADIO CORPORATION
OF AMERICA

XUM